



20 ANNUAL 24 REPORT

Building Together: Elevating Potential
and Empowering Futures

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A MESSAGE TO OUR COMMUNITIES

IT'S BEEN AN INCREDIBLE YEAR.

As we reflect on our achievements in 2024 and look ahead to 2025, the Workforce Development Board of South Central Wisconsin (WDBSCW) has boldly stepped forward as a leader in workforce development. Our commitment to serving as a convener, partner, and innovator remains unwavering as we promote the unique strengths and accomplishments of South Central Wisconsin.

This year, we celebrate not only our growth but also the inspiring stories of participants who have pursued their aspirations with determination. Our industry partners have demonstrated remarkable dedication to workforce development, sharing their insights and best practices even in a competitive landscape. Together we are transforming our communities, empowering workers and businesses to thrive.

In 2024, we embraced our resources and relationships to tackle complex workforce

challenges head-on. The progress we've made is a testament to the collective efforts of our partners, stakeholders, and the community. We are excited to continue this momentum into 2025, aiming for even greater milestones and deeper impact. Thank you for being a vital part of this journey.



Seth Lentz
Executive Director



ORGANIZATION OVERVIEW

Our Mission

We build public and private partnerships that support innovation and excellence in workforce development and to help employers and workers in the South Central Wisconsin counties of Columbia, Dane, Dodge, Jefferson, Marquette and Sauk.

Focus & Strategies

Reaching more than 3,600 customers across our region last year, we consistently seek opportunities to advance our workforce system strategies, enhance our services, and pursue innovative solutions that contribute to a stronger economy.

Our initiatives and strategies are rooted in a nationally-recognized Career Pathways model and framework, offering a customer-centric and efficient approach to career, training and support services for workers and employers.

- **Industry and Sector Partnerships:** We engage in collaborative efforts with employers, educational and economic development agencies to address local workforce needs.
- **Career Exploration and Work-Based Learning:** We provide opportunities for individuals to explore various career paths and engage in work-based learning experiences.
- **Skills Training:** We support the pursuit of education, degrees, and certifications to enhance workforce readiness.
- **Talent Retention and Development:** We collaborate with stakeholders to create innovative initiatives that retain and develop talent within our communities.

Our Locations

We meet our customers where they are, offering both in-person and virtual support to enhance accessibility and efficiency. Our services are designed to connect businesses and job seekers to vital employment, training, and supportive services through our American Job Centers (AJCs). These centers unite local organizations and agencies—both public and private—under one roof to foster workforce and industry success.

- **Dane County Job Center**
1819 Aberg Avenue, Madison, Wisconsin
- **Oakhill Correctional Institution Job Lab**
5212 County Highway M, Oregon, Wisconsin
- **Sauk County Job Center**
505 Broadway Street, Baraboo, Wisconsin
- **Workforce Development Center of Jefferson County**
874 Collins Road, Jefferson, Wisconsin



2024 HIGHLIGHTS

We're thrilled to share the incredible impacts and achievements that have helped to move our region forward.

MORE THAN 3,600
Participants engaged in our workforce programs



MORE THAN 1,700
Participants gained industry-recognized skills through partner education and training programs

MORE THAN 1,600
People turned to us for apprenticeship connections and support last year the most ever!

MORE THAN \$27M
Economic impact from WIOA participants securing employment after services in 2023

MORE THAN 2,400
Laid off workers were reached through our Rapid Response efforts for re-employment services



MORE THAN 500
Hours invested by employer partners to support K12 career pathway initiatives



MORE THAN 750
Businesses engaged in apprenticeship efforts across 6 unique industries

DOING MORE TO ADVANCE WORK-BASED LEARNING OPPORTUNITIES

EMPLOYER SPOTLIGHT

Ecco Salon was thrilled to receive the State Apprenticeship Expansion Grant in partnership with the WDBSCW. With these funds we have been able to elevate key areas of our cosmetology apprenticeship program. This includes developing more education opportunities for apprentices & educators, increasing our class sizes, and creating advanced training curriculum. This grant has benefited us greatly in propelling our team and apprentices forward.

—Kaley Voltz, HR

E C C O N
S A L O N

We're doing more to advance work-based learning strategies that equip individuals with essential skills and real-world experience, ultimately supporting economic mobility. By fostering these initiatives, we are cultivating a more resilient workforce and driving growth and innovation across sectors.

State Apprenticeship Expansion (SAE) Grant

Our State Apprenticeship Expansion (SAE) Grant efforts, totaling \$4M, has funded critical supportive services, including tools, childcare, books, and transportation, benefiting 723 Registered Apprentices in completing their training. It also reimbursed 159 employers for On-the-Job Learning (OJL) costs associated with training apprentices and supported additional Certified Pre-Apprenticeship training programs, enabling individuals to acquire the skills needed for Registered Apprenticeships.

Additionally, Apprenticeship Navigator positions across Wisconsin increased awareness and access to apprenticeships in both traditional and emerging sectors. Navigators highlighted the benefits of apprenticeships and the pathways from Youth Apprenticeships or Certified Pre-Apprenticeships to Registered Apprenticeships. These initiatives are funded by the U.S. Department of Labor.

Wisconsin Fast Forward Grant

This year, we launched a new Ophthalmology Assistant Apprenticeship program in partnership with UW Health. Leveraging \$395,000 in funding with a Wisconsin Fast Forward grant from the Department of Workforce Development, the training will support 20 students with specialized training for Registered Apprentices in Ophthalmic Assistant positions. The WDBSCW team secured the grant and will administer the award while UW Health's team provides the training and clinical experiences.

Youth Apprenticeship Grant

Youth Apprenticeships offer high school juniors and seniors the opportunity to build employability and professional skills before graduation. Students earn while they learn under mentorship, all while completing high school curriculum and related instruction. This year, more than 860 students participated within Dane and Jefferson Counties, thanks to support from school districts, local employers and the State of Wisconsin Bureau of Apprenticeship Standards.

Anthony Advances with Youth Apprenticeship

Anthony, a recent graduate of Verona Area High School, chose the Youth Apprenticeship (YA) program to set the stage for a promising future in finance. During his senior year, he focused on Finance with a pathway in Banking, excelling in AP Macroeconomics and building a solid foundation for his career.

Anthony landed a job as a Teller at UW Credit Union. Throughout his youth apprenticeship, he completed 24 banking competencies, mastering everything from daily transactions to educating customers about financial products and services. His natural ability to connect with clients showcased his growing expertise and dedication.

YA has made an impact bigger than just in the work setting, it's helped me improve as an overall person.

Over the course of 450 hours, Anthony gained invaluable real-world experience that complemented his classroom learning. His commitment and hard work culminated in a successful completion of the Youth Apprenticeship program, perfectly timed with his graduation in June 2024.



Ophthalmic Assistant Registered Apprentices conduct eye exams as part of the new training program launched with UW Health.



Our SAE Grant helped this Cosmetology Registered Apprentice hone her skills at ECCO Salon.

DOING MORE TO MEET INDUSTRY NEEDS

We're doing more to support industry with innovative workforce solutions that deliver skilled talent and tackle pressing challenges.

Industry Partnerships

Our **Industry Sector Partnership** strategy unites employers from key sectors—such as manufacturing, healthcare, and construction—within a pre-competitive setting.

By bringing together these industry-specific groups, we cultivate an environment for sharing best practices and developing innovative solutions to workforce challenges. Additionally, this collaboration allows us to pursue shared resources, including grants and funding opportunities, to support our collective goals.

This partnership strategy not only promotes mutual success but also enhances the overall workforce ecosystem, ensuring that industries have access to the skilled talent necessary to invest and thrive in the future. Through these efforts, we aim to create sustainable workforce development strategies that benefit both employers and the broader community.

K-12 Collaboratives

Championed by our manufacturing industry sector groups, events like **Mini Manufacturing World**, **GuidEd tours** and **Skilled Trade Showcases** introduce secondary students to the evolving opportunities manufacturing offers. Our dedicated employer and workforce partners collectively invest more than 500 hours to planning events that provide hands-on learning experiences that connect students to real-world opportunities. These initiatives, supported by our industry sector partnerships, help inspire and cultivate a skilled workforce ready to meet the needs of the industry.

Rapid Response

Rapid Response, a key strategy to support employers facing downsizing or permanent layoffs, engaged almost 30 employers and upwards of 2,440 affected workers this year. The strategy aims to expedite the transition for workers, while retaining a skilled workforce in our

Our participation in the Made in Dane industry partnership group has connected us to higher-quality candidates compared to traditional postings on Indeed. This collaboration has improved our recruitment efforts.
—HR Administrator, Washington Mills Ceramics Corporation



Manufacturing industry partners volunteer at Mini Manufacturing World in May.



Portage students and industry partners team up at Mini Manufacturing World in October.

region. Leveraging our resources, experience, and team members from state and community agencies, our efforts enabled hundreds of workers to connect directly with our employer and industry partners via dedicated job fairs.

Dislocated Worker Grants

We are able to engage and support the affected workers with customized services pre- and post-closure through **WIOA Dislocated Worker Grants** made available by the Department of Workforce Development. Together, with our workforce and education partners, we help to elevate the public workforce system's role to business and employers across our region.

Winning with Wisconsin's Workforce Series

We've introduced more than 250 industry members to the workforce system's priorities, partners and investments with our **Winning with Wisconsin's Workforce Series**, an initiative supported by the Department of Workforce Development.



Employers and partners attended our Winning with Wisconsin's Workforce event in May to learn how to engage and retain youth workers.



Employers joined us for our AI-focused Winning with Wisconsin's Workforce event in September.

Industry Partners Respond to Support Laid Off Workers

Bell Laboratories, Inc., a key member of the Made in Dane industry partnership, identified a pressing need for skilled talent to support its production operations. In response, the WDBSCW invited the company to participate in a series of job fairs specifically designed for displaced workers of recent business closures, including Conagra Foods, Energizer and Sheridan. These Rapid Response program events provided a unique opportunity for Bell Laboratories to connect with skilled individuals seeking new employment.

The business successfully hired three production workers from Sheridan, a chemical operator from Chevron, and a production worker from Energizer.

A representative from Bell Laboratories expressed their gratitude, stating, "I want to take a moment to highlight the positive impact of the dislocated worker fairs organized by the WDBSCW. We were able to connect with talented individuals displaced from other business closures in the region, resulting in several successful hires. A heartfelt thank you to the WDBSCW for facilitating these job fairs. Your efforts have been invaluable in helping us meet our hiring needs and support our community during this challenging time."

This partnership exemplifies the WDBSCW's commitment to fostering workforce development and supporting local businesses. By bringing together employers and job seekers, the WDBSCW is not only helping individuals find new opportunities but also strengthening the communities and economy of South Central Wisconsin.



DOING MORE TO INVEST IN OUR FUTURE WORKFORCE

Worker Advancement Initiative

The **Worker Advancement Initiative** grant has concluded its impactful run in empowering individuals with critical skills and supports needed to return to the workforce. With a total investment of \$2 million, awarded by the Department Workforce Development with funding by the American Rescue Plan Act, the initiative provided essential wrap-around assistance to individuals pursuing skill training initiatives.

Over its duration, the initiative forged strong partnerships with local community-based organizations, delivering tailored training programs that enhanced both technical and soft skills. In total, we successfully led 78 unique training cohorts and supported 709 individuals, helping them transition to better employment opportunities and contributing to greater economic stability within the community.

As we wrap up this initiative, the ongoing collaboration impact of collective efforts in workforce development continues. The lessons learned and successes achieved will inform future endeavors, continuing our mission to uplift and empower individuals in our region.

I love my job now and if it wasn't for that Masonry class and WAI support, I probably wouldn't have found this connection to the work.

*—Mekhi, Brickmason
with Berglund Construction*

Genesis's Journey to a Thriving Career in Transportation

In 2019, Genesis faced a turning point when she was laid off from her retail job. Determined to pursue a career in transportation, she struggled as a self-employed driver and realized she needed additional training to succeed.

That's when she discovered the Latino Academy's Commercial Driver's License (CDL) program and enrolled with the help of the WAI program. Despite being the only female in her CDL Class B course, Genesis embraced the challenge. The program covered her tuition through the Worker Advancement Initiative grant, with WIOA funding her testing and licensing fees.

With hard work and determination, she passed her Class B exam and soon set her sights on obtaining a Class A license. With support from the WorkSmart Network team, she passed her Class A exam on her first attempt.

Her newfound qualifications quickly opened doors. Genesis was hired full-time by Gallano Transportation, earning \$75,000 per year. One of her first assignments involved driving a flatbed truck loaded with flooring for Beyoncé's stage—a thrilling start to her career.

Now, celebrating her one-year anniversary with the company, Genesis reflects on her journey with gratitude. "It opened many new doors for me that I wouldn't have had otherwise. I was able to get my CDL license, which doubled my salary and jump started my career. It was a great program that I think should be continued to help others."



Dominique Builds His Future through Education and WAI Support

Dominique stood proudly on the stage, diploma in hand, surrounded by his nine fellow graduates of the Electro Mechanical Maintenance training program. Supported by the Workforce Development Board of South Central Wisconsin, Madison College, and the Department of Corrections, this program provided them with the technical skills for rewarding pathways in the region. The camaraderie they built and the hands-on training transformed their hopes into a tangible future.



"Education is our ticket to a better life," Dominique shared. Completing the program meant much more than just earning a diploma; it symbolized a chance to avoid returning to prison. The confidence they gained fueled their determination to pursue meaningful careers and dreams, proving that they were more than their pasts.

Less than one month after graduation, Dominique secured a full-time position as a Maintenance Repair Worker with a partner employer. The opportunity, stemming from this joint initiative, is paving the way for Dominique to redefine his future.

MORE THAN **85%**
Participants attained industry-relevant skills with the Worker Advancement Initiative

MORE THAN **88%**
Participants have found training-related employment with our Collaboration of Wisconsin Rural Healthcare grant

Collaboration of Wisconsin Rural Investment in Community Healthcare Grant

Together with Wisconsin's Workforce Development Boards, we're addressing healthcare labor shortages in rural communities across Wisconsin. The [Collaboration of Wisconsin Rural Investment in Community Healthcare](#) grant has supported 53 individuals through their advanced training for healthcare roles such as Medical Assistants, Registered Nurses and Medical Laboratory Technicians. This initiative is made possible through a U.S. Department of Labor H1-B grant.



Surgical Technologist students practice their skills on robotic simulators at Madison College in September.

DOING MORE TO SUPPORT ECONOMIC MOBILITY AND CAREER ADVANCEMENT

We work to address the systemic barriers to economic insecurity that stem from the disproportionate access faced by underrepresented people in our communities.

Workforce Innovation and Opportunity Act Programs

With **Workforce Innovation and Opportunity Act (WIOA)** funding from the U.S. Department of Labor, we have supported career transition and personal transformation for individuals across the region. With a total of **\$2.59 million in funding**, we assisted youth and adults by providing comprehensive program services, including career counseling, skills training, job placement assistance, and wrap-around support through the WorkSmart Network. This year, our efforts empowered **1,059 participants** to enhance their skills and secure meaningful employment, fostering greater economic stability in the community.

In the face of ongoing layoffs and closures that affect both workers and employers in our communities, we are dedicated to making a meaningful impact. We secured an additional **\$195K in funding** through **Rapid Response** and **WIOA Dislocated Worker Grants** from the U.S. Department of Labor and additional State-awarded grants, we are empowered to provide immediate and essential support to those confronting job loss.

Our comprehensive resources include targeted job placement services, robust skills training programs, community resource referrals and vital information on unemployment insurance as part of our strategies. This work is possible through our partnerships with the WorkSmart Network, Department of Workforce Development, United Way of Dane County, and Covering Wisconsin. Together, we are not just responding to the challenges; we are paving the way for a resilient workforce ready to seize new opportunities.



Our service providers work together to support the Madison Area Job Fair in September.

QUEST Grant

Wisconsin is facing a shortage of childcare educators, creating challenges for care centers and the availability of quality childcare for working families. Our initiatives strive to address industry need and are supported by a Department of Workforce Development grant, **QUEST**. In partnership with the Madison Metro School District, we've connected **109 students** to training or work-based learning opportunities in the early childhood education field. We're also implementing targeted training programs on Madison's north side with Madison College.

JUST UNDER **80%**
In South Central Wisconsin, nearly 80% of WIOA participants stay employed one year after services

MORE THAN **\$195K**
Sourced to support laid off workers in their transition to new employment

MORE THAN **150**
Youth connected to the foster care system received supports through our programs

MORE THAN **330**
Justice-involved people benefited from our workforce initiatives

Independent Living Program

Annually, more than 250 youth who age out of care through the child welfare or youth justice system in our region are eligible for additional help beyond their time in care. The **Independent Living Program grant**, awarded by the Department of Children and Families, enables us to support these young people with services and supports to ease obstacles as they transition to adulthood. The program offers resources and case management support for needs including housing, education and training support, career guidance, healthcare and other resource connections to facilitate a smooth transition. Together, with our partner workforce development boards and child welfare agencies, we're helping our future workforce pursue their goals for self-sufficiency and independence with critical services and connections.

Windows to Work Program

Last year, our **Windows to Work program** successfully assisted 165 individuals in their reintegration journey. Among those released, 65.8% secured employment, with an average wage of \$17.42 per hour. While this programming is available statewide, we are actively serving justice-involved participants at Oakhill Correctional Institute, Fox Lake Correctional Institution, and Columbia Correctional Institution. Our comprehensive services focus on enhancing employability skills and expanding career opportunities, while also reducing the risk of re-offending through targeted cognitive behavioral intervention training. This vital program is supported by the State of Wisconsin Department of Corrections.

This year, our work to support justice-involved individuals expanded with a new collaboration with the Department of Corrections and Department of Workforce Development's Bureau of Apprenticeship Standards. We leveraged resources through the **State Apprenticeship Expansion Grant**, including our Apprenticeship Navigator staff, to educate 147 inmates at Oakhill Correctional Institution about Registered Apprenticeship pathways.



Our Independent Living participant was honored at the 12th annual Foster Youth Graduation Celebration in July.



This participant earned his CDL license, found related employment and is now economically self sufficient thanks to WIOA and WAI.



This participant graduated from Madison College's Carpentry Certified Pre-Apprenticeship Program and is now working as a carpentry framer.

FINANCIAL STATEMENT

The Workforce Development Board of South Central Wisconsin strategically and responsibly stewards the resources received from local, state and federal entities to ensure help goes directly to support industries and people with workforce needs.

Revenues 2024

Government Grants	\$7,412,922
Other Revenue	\$62,427
	\$7,475,349
Total Revenue	\$7,475,349

Expenses 2024

Program Services	
WIOA Adults and Dislocated Workers	\$1,621,113
WIOA Youth	\$865,419
Total Program Services	\$2,486,532
Other	
Project Costs	\$21,892
WIOA - Statewide DWG Grant	\$8,438
WIOA - Rapid Response Allotment Grant	\$98,990
State of Wisconsin Fast Forward Grant	\$184,063
DWD - Winning with Wisconsin's Workforce Grant	\$12,595
DWD - Worker Advancement Initiative Grant	\$662,727
DWD - QUEST DWG Grant	\$60,841
DWD - Dislocation Grants	\$27,278
DCF - Independent Living Grant	\$528,101
BAS - Youth Apprenticeship Grant	\$823,724
BAS - Apprenticeship Navigator Grant	\$1,608,041
DOL - Rural Healthcare Grant	\$85,852
DOT - Highway Construction Skills Training (HCST) Development	\$17,931
DOC - BAS OCI Navigator Grant	\$45,512
DOC - Windows to Work Program	\$208,750
Total Other	\$4,394,375
Supporting Activities	
Management and General	\$509,593
Grant Development & Writing	\$25,700
Total Supporting Activities	\$535,293
Total Expenses	\$7,416,200

OUTCOMES AND IMPACTS

As stewards of federal funding, it's our responsibility to make sure our workforce development investments under the Workforce Innovation and Opportunity Act (WIOA) achieve the goals and performance standards set forth by the U.S. Department of Labor. We must meet a minimum of 90 percent of each negotiated goal.

Program Year 2023 Scorecard (July 1, 2023 - June 30, 2024)

Employment (2nd Quarter After Exit)	Negotiated Goal Level/Rate	Actual Performance Level/Rate	Percentage of Goal Level/Rate
Adult	75.0%	79.3%	105.3%
Dislocated Worker	81.0%	79.5%	98.2%
Youth	76.0%	77.5%	102.0%

Quarter 2 Employment: The percentage of program participants who are in unsubsidized employment (or education for WIOA youth programs) during the second quarter after exit from the program.

Employment (4th Quarter After Exit)	Negotiated Goal Level/Rate	Actual Performance Level/Rate	Percentage of Goal Level/Rate
Adult	72.0%	78.7%	109.3%
Dislocated Worker	79.0%	83.8%	106.1%
Youth	75.0%	74.1%	98.8%

Quarter 4 Employment: The percentage of program participants who are in unsubsidized employment (or education for WIOA youth programs) during the fourth quarter after exit from the program.

Median Earnings	Negotiated Goal Level/Rate	Actual Performance Level/Rate	Percentage of Goal Level/Rate
Adult	\$7,300	\$8,917	122.2%
Dislocated Worker	\$9,600	\$10,842	113.0%
Youth	\$3,600	\$5,290	147.0%

Median Earnings: The median earnings of program participants who are in unsubsidized employment during the second quarter after exit from the program.

Credential Attainment Rate	Negotiated Goal Level/Rate	Actual Performance Level/Rate	Percentage of Goal Level/Rate
Adult	72.0%	68.4%	95.0%
Dislocated Worker	70.0%	64.9%	92.7%
Youth	65.0%	64.5%	99.2%

Credential Attainment Rate: The percentage of program participants who obtain a recognized postsecondary credential - or a secondary school diploma or its recognized equivalent - during participation in or within one year after exit from the program.

Measurable Skills Gain	Negotiated Goal Level/Rate	Actual Performance Level/Rate	Percentage of Goal Level/Rate
Adult	79.0%	88.7%	112.3%
Dislocated Worker	74.0%	85.5%	115.5%
Youth	79.0%	76.4%	96.7%

Measurable Skills Gain: The percentage of program participants who, during a program year, are in an education or training program that leads to a recognized postsecondary credential or employment and who are achieving measurable skills gains towards such a credential or employment.



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