

2021

WORKFORCE DEVELOPMENT BOARD
OF SOUTH CENTRAL WISCONSIN

ANNUAL REPORT



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COMMITTED TO INNOVATION & EXCELLENCE

From Our Leadership

Our communities continue to face the lingering effects of the COVID-19 pandemic, causing a need for more supportive resources and stronger efforts to upskill job seekers. That's why we're working with local partners, obtaining new grants and developing programs to help our workers and businesses thrive.

As the demand for more skilled employees grows, our collective work remains dedicated to helping job seekers and workers access the services and resources they need to succeed. In Program Year 2021, our programs and initiatives reached 1,500 individuals on their pathway to jobs that lead to self-sufficiency.

We pride ourselves on the relationships we've forged with community organizations and local employers.

Last year, our industry councils and business activities convened 364 leaders and stakeholders to discuss and implement workforce solutions.

I am proud to have your partnership and honored by your dedication to our communities. Thank you for your commitment as we look to the future.



Seth Lentz
Chief Executive Officer

Our Mission Statement

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

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This past year has been tumultuous, but thanks to your partnership and dedication we're building new programs, supporting participants and helping our communities in ways we've never done before.

Laura Cataldo, WDBSCW Board Chair

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Top Left Cover Image: A STEPS workshop participant prepares a meal at Salvatore's in Monona and meets with a nutritionist in May 2021 to learn critical skills toward independence. **Top Right Cover Image:** An individual builds skills in a work experience at Second Harvest in October 2020, thanks to the COVID-19 Disaster Recovery Dislocated Worker Grant. **Bottom Left Cover Image:** Centro Hispano's Caminos Progreso students tour Bell Laboratories and meet with current employees in August 2021 to explore different industry career pathways. **Bottom Right Cover Image:** Job seekers explore available careers at the Greater Sun Prairie Area Job Fair in November 2021.

COMMITTED TO OUR COMMUNITIES



About Our Work

At the Workforce Development Board of South Central Wisconsin, we're committed to helping people and employers achieve their goals, whether that's earning degrees or certifications, planning careers, finding or training talent, or overcoming barriers.

These efforts are achieved thanks to the relationships we hold with business, economic development, education and workforce organizations.

We administer workforce development initiatives and programs funded by the Workforce Innovation and Opportunity Act (WIOA) to connect workers and job seekers to the career, training and supportive services they need to succeed. In addition, the Act ignites partnerships with business leaders and stakeholders to better identify and address industry workforce needs.

Our work is also funded by various state and national grants that support specialized populations including, but not limited to, foster care young adults, apprentices, reentering individuals and workers affected by company closures.

Continuous collaboration with our WorkSmart Network service providers is vital to the prosperity of our local talent development system and regional economy via a mix of work-based learning, business engagements, skill development and career services.

Who We Serve

We work to amplify opportunities and bolster the workforce system to help individuals and businesses in the South Central Wisconsin counties of Columbia, Dane, Dodge, Jefferson, Marquette and Sauk. With our partners, we provide programming and services to populations including, but not limited to, dislocated workers, recipients of public assistance programs, veterans, people with disabilities, reentering ex-offenders and at-risk young adults.

Page 3 Header Image: Employers recruit talent at the Manufacturing Job Fair in October 2021. **1.** Alex Maves, WDBSCW South Central Independent Living Coordinator, receives the PATHS Award from the State of Wisconsin Department of Children and Families in July 2020. **2.** A WIOA Dislocated Worker Program participant shares his success in his new job at Teel Plastics in May 2021. **3.** A worker learns and earns in the WRTP/BIG STEP MC3 pre-apprenticeship training in September 2020. **4.** Young adults learn the keys to buying a car in September 2021 at Wilde East Towne Honda.

\$19.74

average hourly earnings reported by WIOA Adult Program participants in PY20

163

registered apprentices received supportive service funding under the ASE Grant in PY20

258

participants received services in the WIOA Dislocated Worker Program in PY20

American Job Centers

We support three American Job Centers (AJCs) that aim to make our communities a better place to live and work. The centers house agencies that provide services and resources to help workers, job seekers and businesses succeed.

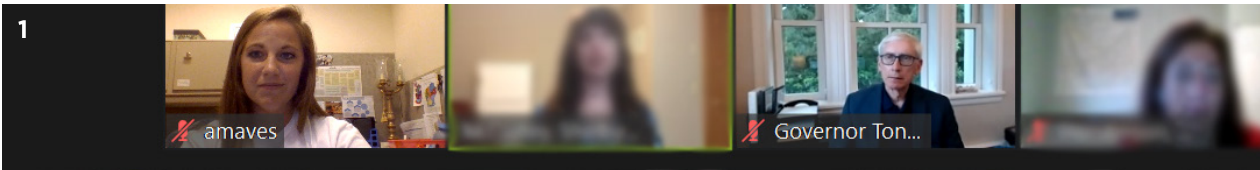
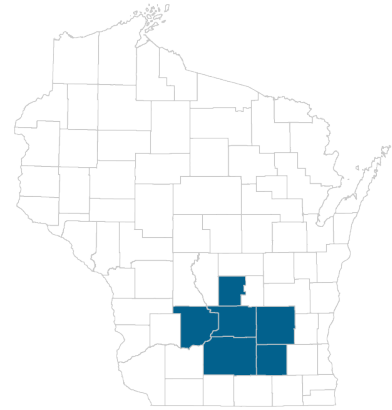
Comprehensive Site

Dane County Job Center
1819 Aberg Avenue, Madison
Tel: 608-288-2459

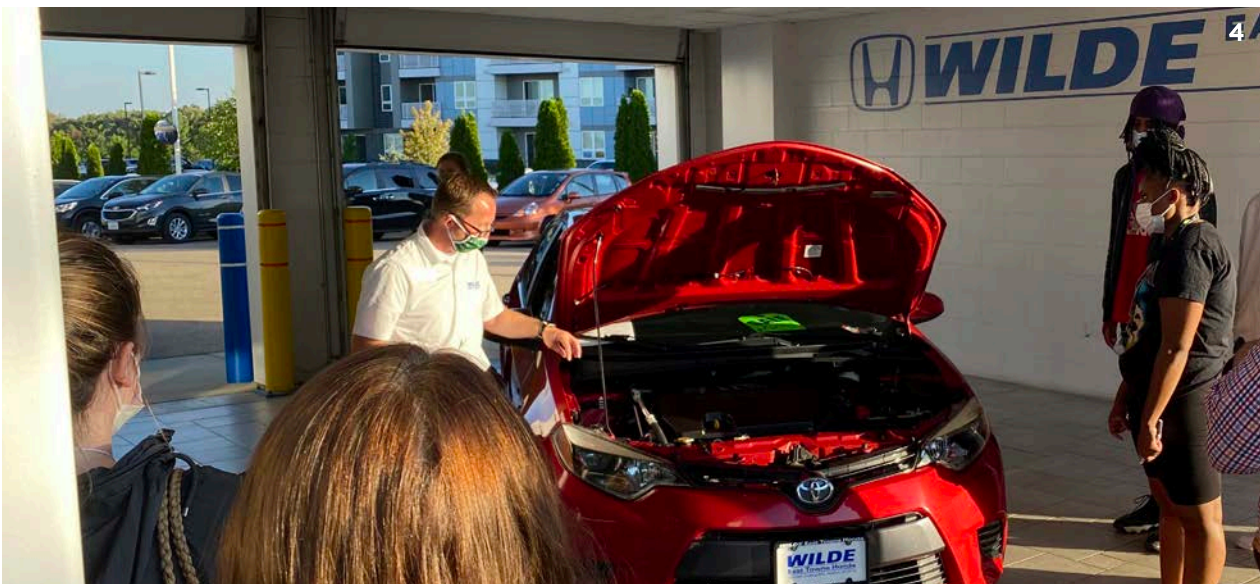
Affiliate Sites

Sauk County Job Center
505 Broadway Street, Suite 232, Baraboo
Tel: 608-355-4810

Workforce Development Center of Jefferson County
874 Collins Road, Jefferson
Tel: 920-674-7500



PATHS Award Recipients



COMMITTED TO LEARNING & EARNING

We collaborate with local companies and organizations to offer work-based learning opportunities to help job seekers build skills and employers grow their workforce.



Making Impacts with the COVID-19 WEX Program

We're helping our communities and participants in the wake of the pandemic, thanks to the COVID-19 Disaster Recovery Dislocated Worker Grant. This funding supports the COVID-19 Work Experience (WEX) Program, which provides job seekers the opportunity to build skills and nonprofits the workforce needed to maintain or expand their service delivery.

The WEX Program matches individuals who were temporarily or permanently laid off due to the pandemic to a nonprofit organization that provides food, clothing, shelter or other humanitarian aid. As of September 2021, the grant established 35 work experiences at 11 organizations. This program is funded by the State of Wisconsin Department of Workforce Development and U.S. Department of Labor.

Investing in Apprenticeships

We're supporting and expanding apprenticeship industry tracks to help our workers and businesses with a series of apprenticeship expansion grants and Youth Apprenticeships.

The State Apprenticeship Expansion (SAE) Grant sponsors pre-apprenticeship trainings to help individuals hone the skills needed to enter and grow in a Registered Apprenticeship. This grant is funded by the U.S. Department of Labor.

The Apprenticeship State Expansion (ASE) Grant is an enhancement of the SAE and supports Apprenticeship Navigator positions across Wisconsin. The Apprenticeship Navigator helps inform the public about the benefits of apprenticeships, as well as connects pre-apprentices to Registered Apprenticeship opportunities and trainings. It also assists current registered apprentices with retention and mentoring services.

Youth Apprenticeships offer high school juniors and seniors the opportunity to build employability and professional skills while working at a local company. Students train in industry tracks while simultaneously completing high school graduation requirements. This work is funded by the State of Wisconsin Department of Workforce Development Bureau of Apprenticeship Standards.

35

COVID-19 WEX Program work experiences were established as of September 2021

175

people were served in the Apprenticeship State Expansion Grant last year

453

high school students engaged in Youth Apprenticeships last year



When the pandemic hit and I became a displaced worker, my world fell apart [...] My confidence was so low and I didn't know where to turn. The Work Experience Program helped me get back on my feet. My Career Planner helped me to secure a position that allowed me to transition my skills, reenter the workforce and give back to my community. I don't know where I'd be without this program!

Sara, COVID-19 Disaster Recovery Dislocated Worker Grant participant



Youth Apprentice Pursues Passion for Medicine

Carter was in high school when he connected with the Dane County School Consortium to learn about Youth Apprenticeship opportunities.

Wanting to pursue his passion for medicine, he entered into a Nursing Assistant position at Drumlin Reserve Assisted Living.



[My] YA has helped me achieve my CNA license, which is something I have wanted to do for many years. YA is a rewarding hands-on experience!



Carter hopes to attend a four-year university followed by medical school with the ultimate goal of becoming a sports medicine physician.

Page 5 Header Image: A COVID-19 Disaster Recovery Dislocated Worker Grant participant builds skills in a work experience at The River in October 2020. **1.** Students tour and hear from Kruger Family Industries' employees in October 2021 as part of a GuidEd event with local manufacturing companies. **2.** Individuals celebrate their graduation from the W RTP/BIG STEP MC3 pre-apprenticeship training in June 2021. **3.** A Youth Apprentice shares his success at Drumlin Reserve Assisted Living in October 2021.

COMMITTED TO STRONG PARTNERSHIPS

Our business engagements allow us to investigate and address ongoing workforce challenges as well as support companies and organizations as they recruit, train and retain employees.



Workforce Solutions: IT|BIO|HC

The IT|BIO|HC Talent Coalition gathers leaders from the information technology, biotechnology and healthcare industries to help foster collaboration between local businesses. Members of the coalition meet to discuss strategies to alleviate workforce challenges, create opportunities to grow talent and develop opportunities for worker retention. In 2021, the coalition gathered 50 representatives from local companies.

Workforce Solutions: Manufacturing

We're active on three manufacturing councils across the region - the Manufacturing Business Alliance of the Dodge County Region, the Made In Dane Manufacturing Network and the Manufacturing Alliance. These councils promote collaborations between area manufacturers to build partnerships, promote the industry to students and community members, and create a space to share ideas and best practices. In 2021, the councils convened 42 individuals from across the region.



We sincerely appreciate the significant efforts of the WDBSCW to facilitate the Manufacturing Alliance steering committee, enabling collaboration among community businesses and schools in the areas of best practice sharing, recruiting, retention and training.

Todd Lassanske, McFarlane Manufacturing Co. General Manager



Workforce Solutions: GuidEd

In 2021, the IT|BIO|HC Talent Coalition, Made In Dane Manufacturing Network and Manufacturing Alliance organized virtual GuidEd events to showcase the careers available at the participating companies. GuidEd is designed to offer high school staff and students an inside look at local businesses through tours and presentations. This year, due to the pandemic, employees shared videos on the WDBSCW website highlighting the facilities, available careers and employee testimonials.

Page 7 Header Image: Dawn Webber, Royle Printing Director of Human Resources, accepts the 2020 Champions in Action Award in November for her partnership with the WDBSCW. **1.** Seth Lentz, WDBSCW Chief Executive Officer, leads the Untapped Opportunities in Workforce Innovation panel during gener8tor's Impact Innovation Lab: Workforce in March 2021. **2.** Employers gather to network at the 2021 South Central Wisconsin Manufacturing Councils' Fall Meeting in October 2021 at Vintage Brewing Company - Sauk City. **3.** Ann McNearly, United Way of Dane County AFL-CIO Community Services Liaison, receives the 2020 Champions in Action Award in November for her commitment to our communities.



WorkSmart has been a unique asset for Aprilaire as we've grown significantly over the past two years. They have offered their partnership in recruiting and training, and have been an advocate for the manufacturing industry within our community. Without their connection with our organization, we would lose a valuable resource for our business and our most important resources - our people.

Claudine Baccheschi, Aprilaire Talent Acquisition Manager



290
leaders and stakeholders engaged on our industry councils in PY20

544
company engagements in job fairs in the region in PY20

86
employers attended the virtual 2021 Business & Education Summit in August



COMMITTED TO SKILLS FOR SUCCESS

We develop programs to help individuals build the skills necessary to achieve their education, career and personal goals.



Step Into Your Future

The STEPS Academy consists of a series of short-term engagements designed to help young adults advance in their education and career and build life skills. In tandem with the academy, we offer workshops on budgeting, mental health tips, car resources and more to further prepare the attendees for their futures. These workshops also provide connections to staff for guidance, mentorships and support.

Living Independently

Our Independent Living Program offers services and resources to young adults aging out of home (foster) care. The program aims to help participants smoothly transition to living independently by providing housing assistance, education and training support, career guidance, and other resource connections. This work is supported by the State of Wisconsin Department of Children and Families and partner workforce development boards across the state.

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I have had an amazing experience working with [the Independent Living Program] this far. And I am so thankful for all of the things and opportunities [it has] brought to me!

Justyce, Independent Living Program participant

”

74

individuals attended the STEPS academy and workshops in PY20

166

youth received services in the Independent Living Grant since July 2020

131

young adults engaged in the WIOA youth programs in PY20

Page 9 Header Image: A STEPS workshop participant learns to cook a meal on a budget at Salvatore's in Monona and meets with a nutritionist in May 2021 to build critical skills toward independence. **1.** An Independent Living Program participant celebrates receiving her Green Card in June 2021. **2.** Centro Hispano's Caminos Progreso students tour Royle Printing and speak with current employees in August 2021. **3.** An Independent Living Program participant shares their achievements in December 2020. **4.** An individual celebrates career success in March 2021. **5.** A young adult purchases a car in September 2021 thanks to support from the Independent Living Grant's stimulus funding.



Overcoming Barriers with the Independent Living Grant

After aging out of foster care, Aye moved to Alabama to attend postsecondary education. But in 2020, she hit some unexpected life changes.

Her Independent Living Coordinator struggled to locate enough resources in Alabama to assist Aye, so they began discussing the possibility of her returning to Wisconsin where she had a better support system.

Aye is now living in her own apartment and working part-time at Target. She gathered enough baby items to prepare her for her due date, thanks to her Independent Living coordinator, and enrolled in a parenting support program.

Aye hopes to return to college after settling into her new life.



COMMITTED TO CAREER GROWTH

Our goal is to provide innovative career services to help workers explore in-demand industries, advance in their jobs and earn a good wage.



Driving Toward a New Career

While in-person events were on hold, we hosted Drive Thru Job Fairs and a Click Thru Job Fair to continue connecting dislocated workers and job seekers to the available careers in our region.

We hosted Drive Thru Job Fairs in each county of South Central Wisconsin over the last year to match individuals to positions available at local companies. Without leaving their car, attendees received a bag filled with recruitment materials from participating employers. In January 2021, we planned a Click Thru Job Fair to link community members to open jobs by posting recruitment flyers from 91 companies on our website. In just one month, the site received 1,307 views.

These job fairs were part of a statewide effort led by partnering workforce development boards and the Wisconsin Workforce Development Association.

Transitioning to New Employment with Rapid Response

Our Rapid Response efforts continue to support dislocated workers as they transition to new employment. We're beginning to adapt back to in-person sessions, but still offer a virtual format to reach a wider range of individuals. These efforts are key to improving the talent retention rate in South Central Wisconsin. In PY20, we provided Rapid Response information to 36 companies across the region.

Reentering Communities with Windows to Work

Windows to Work is a voluntary program designed to assist incarcerated individuals as they transition back into the community from Oakhill Correctional Institute and Fox Lake Correctional Institution. The 12-week program offered tools, support and career guidance, both pre- and post-release, to support 66 individuals as they reintegrate into society. This work is funded by the State of Wisconsin Department of Corrections.

Improving Reentry Work with ARES

We receive funding from the State of Wisconsin Department of Correction's Adult Reentry and Employment Strategies (ARES) Implementation Grant to further support individuals reentering local communities. This grant funds evidence-based practice training to community agencies across the region while also sharing information on risks and needs to help agencies improve the employment services provided to formerly incarcerated individuals. Since it's start, 149 workforce and community partners from 35 different agencies participated in ARES-funded correctional best practice training offers.



Making Madison Greener After WIOA Programming

Brooke was interested in the trades but didn't know where to start. She connected with WIOA programming in August 2020 for career and training services and decided to enroll in the WRTP/BIG STEP MC3 pre-apprenticeship training.

After graduating from the 9-week training in October 2020, she was concerned about finding employment since most companies laid off workers in the winter months. But Brooke worked with the WorkSmart Network and WRTP/BIG STEP to search available careers, and in March 2021, accepted a position with the City of Madison Engineering Department as a solar panel installer.

“It was really cool to get the training because if I didn't get it, I probably would be scared to apply for an apprenticeship because there's not many women in the trades, which is a little scary. But that was part of the training I enjoyed too because it lets you see what the job is like.”

“I think that you need to own your career path search and I think you need to not assume that there isn't help out there for you and need to reach out to these organizations like WorkSmart. I was skeptical [...] that there wouldn't be support for me [but there was].”

Tonya, WIOA Dislocated Worker Program participant

190
customers were served in reentry programming in the region in PY20

1,800
dislocated workers received Rapid Response information in PY20

121
Independent Living Grant participants reported employment in PY20



Page 11 Header Image: A worker builds skills in September 2020 through the WRTP/BIG STEP MC3 pre-apprenticeship training. **1.** A graduate of the WRTP/BIG STEP MC3 pre-apprenticeship training installs solar panels for the City of Madison - Engineering Department. Photo credit to the City of Madison Engineering Department. **2.** A COVID-19 Disaster Recovery Dislocated Worker Grant participant reenters the workforce with a work experience at Second Harvest in October 2020. **Top Back Cover Image:** The State of Wisconsin Department of Workforce Development's Mobile Career Lab connects job seekers to services and resources in October 2020 at the Drive Thru Job Fair - Sauk County Fairgrounds location.

STATEMENT OF FINANCIAL POSITION

(Year ending June 30, 2021)

STATEMENT OF FINANCIAL ACTIVITIES

OPERATING REVENUE

Government Grants	\$4,386,010
Other Revenue	\$10,000
TOTAL OPERATING REVENUE	\$4,396,010

OPERATING EXPENSES

Program Services	
WIOA Adults and Dislocated Workers	\$1,342,014
WIOA Youth	\$725,853
Total Program Services	\$2,067,867
Other	
Project Costs	\$46,022
WIOA - Statewide DWG Grant	\$219,908
WIOA - Rapid Response Allotment Grant	\$83,766
WIOA - COVID-19 Grant (WEX)	\$95,975
WIOA - Retail Grant	\$5,282
DCF - Independent Living Grant	\$510,582
BAS - Youth Apprenticeship Grant	\$390,231
BAS - Apprenticeship Navigator Grant	\$198,004
BAS - WAGE\$ Grant	\$9,416
DOL - Rural Healthcare Grant	\$3,748
DOC - Windows to Work Program	\$148,925
DOC - ARES Grant	\$47,247
Fast Forward - UW Health MA	\$128,377
Total Other	\$2,025,540
Supporting Activities	
Management and General	\$276,333
Grant Development & Writing	\$18,120
Total Supporting Activities	\$294,453
TOTAL OPERATING EXPENSES	\$4,387,860

Our Scorecard

As stewards of federal funding, it's our responsibility to make sure that 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 2020 Scorecard - Preliminary Results (July 1, 2020 - June 30, 2021)

Employment (2nd Quarter After Exit)	Negotiated Goal Level/Rate	Actual Performance Level/Rate	Percentage of Goal Level/Rate
Adult	76.0%	74.9%	98.5%
Dislocated Worker	83.0%	82.9%	99.9%
Youth	78.0%	79.3%	101.7%

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	75.0%	73.1%	97.5%
Dislocated Worker	82.0%	83.0%	101.2%
Youth	77.0%	76.9%	99.9%

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	\$6,200	\$7,370	118.9%
Dislocated Worker	\$8,000	\$9,093	113.7%

Median Earnings: The median earnings of program participants (not enrolled in WIOA youth programs) 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	62.0%	69.0%	111.3%
Dislocated Worker	67.0%	81.7%	121.9%
Youth	59.0%	65.6%	111.2%

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	42.0%	74.0%	176.2%
Dislocated Worker	48.0%	82.3%	171.4%
Youth	35.0%	65.2%	186.3%

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 toward such a credential or employment.

Effectiveness in Serving Employers	Negotiated Goal Level/Rate	Actual Performance Level/Rate	Percentage of Goal Level/Rate
Employer Penetration	Pilot Phase	Pilot Phase	Pilot Phase
Repeat Business Rate	Pilot Phase	Pilot Phase	Pilot Phase

Employer Penetration: The total number of establishments that received a service, or if it is an ongoing activity, are continuing to receive a service or other assistance during the program year.

Repeat Business Rate: The total number of establishments that received a service, or if it is an ongoing activity, are continuing to receive a service or other assistance during the program year and who utilized a service anytime within the previous three years.



Visit Us.

Stop by the WDBSCW office at [3513 Anderson Street, Suite 104, Madison](#) or the American Job Centers to learn more about our services and programs.

Let's Be Social.

Like us on Facebook and follow us on Instagram, Twitter and LinkedIn [@wdbscw](#) to stay up-to-date on our news, photos and videos.

Surf the Web.

Explore our website at [wdbscw.org](#) to learn more about us, our programs and board staff.

Partner with Us.

Give us a call at [608-249-9001](#) to join our network of workforce, economic and business partners who help make lasting impacts.



The WorkSmart Network and Workforce Development Board of South Central Wisconsin are equal opportunity employers/program service providers. This product was created with funding from the Workforce Innovation and Opportunity Act (WIOA). If you need assistance to access our services in a different language or need this material in an alternative format, contact us. Deaf, hard of hearing or speech impaired callers may reach us by using Wisconsin Relay Services at 711. Proud partners of the American Job Center network.