



2022 ANNUAL REPORT

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MESSAGE *from our* LEADERSHIP

During 2021 and into 2022, the WDBSCW continued to serve as a convener, partner and innovator in the workforce development environment. We promote regional attributes and accomplishments and remain committed to improving the conditions for the workers, industries and communities of South Central Wisconsin.

Together, we are celebrating aspiration and inspiration. This year's annual report contains stories of participants' aspirations and accomplishments. We are inspired by our industry partners' high level of commitment to workforce development and are willing to share their knowledge, experience and best practices with each other, even in the highly competitive environment. We are moving workers and businesses from surviving to thriving in our communities.

While 2021 continued to be a year of recalibration in many ways, we took full advantage of our resources and relationships to address complex workforce challenges. We are grateful to all those that continue to propel our work and our region. We look forward to fostering this momentum and to achieving new milestones next year.



Seth Lentz
Chief Executive Officer



ABOUT *our* ORGANIZATION

WHAT WE DO

The Workforce Development Board of South Central Wisconsin is committed to helping people and employers identify and overcome barriers to success and growth. Our efforts are targeted to support career exploration and work-based learning opportunities, the pursuit of skills training to earn degrees and certificates, and collaboration to create innovative talent retention and development initiatives.

We serve our communities with the support of our business, economic development, education and workforce partners.

Our initiatives and programs are primarily funded by the Workforce Innovation and Opportunity Act (WIOA) connect workers and job seekers to the career, training and supportive services they need to succeed. The Act also allows us to forge partnerships with business leaders and stakeholders to uncover and address industry workforce needs.

In addition, we pursue additional resources and funding from state and national grants to focus our efforts on specialized populations including, but not limited to, foster care young adults, apprentices, currently and formerly incarcerated individuals, and workers affected by company closures.

The foundation of our work rests on collaborations with our WorkSmart Network service providers through a mix of work-based learning, business engagements, skill development and career services.

**Number of participants
that engaged in our
WIOA programs in PY21:**

ADULT PROGRAM

346

YOUTH PROGRAM

142

DISLOCATED WORKER PROGRAM

270

WHO WE HELP

Our goal is to strengthen the workforce system and support 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.

Our programs and services continue to make life-changing impacts on our participants and communities. We know none of it is possible without our dedicated partners and we are truly honored to have your support.

Francis Langer, WDBSCW Board Chair

COVER CAPTIONS: **1.** Participants in the Welding Bootcamp funded by the Worker Advancement Initiative tour McFarlane Manufacturing in July 2022 to learn about their career pathways. **2.** Graduates of Centro Hispano of Dane County's Caminos Progreso cohort celebrate their achievements in December 2021. **3.** Employers promote their open positions to job seekers at the Dane County Job Fair at Warner Park in May 2022. **4.** Middle school students learn about manufacturing classroom experiments at Madison College - Portage campus during a GuidEd tour in May 2022. **5.** High school students tour the Operating Engineers Local 139 facility in April 2022 to learn about apprenticeship opportunities during Externship Day. **PAGE 2 CAPTION:** Employers network with job seekers at the Dane County Job Fair at Warner Park in May 2022.

AMERICAN JOB CENTERS

We support four American Job Centers (AJCs) that connect businesses and job seekers to employment, training and supportive services. These centers bring together local organizations and agencies - both public and private - in one place to help workers and companies succeed.

Comprehensive Center

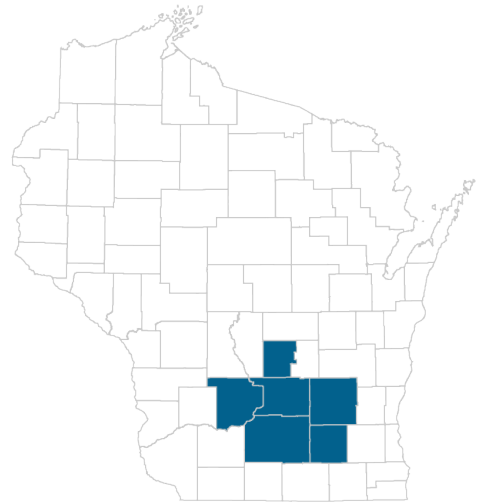
Dane County Job Center
1819 Aberg Avenue, Madison
Tel: 608-288-2459

Affiliate & Specialized Centers

Oakhill Correctional Institution Job Lab
5212 County Highway M, Oregon

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



OUR MISSION

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.



PAGE 4 CAPTIONS: 1. Employers network and learn about the workforce benefits of the Youth Apprenticeship Program in September 2022 at Networking at Nite hosted at Cambridge Winery. 2. Shar-Ron accepts the 2021 Aspire Award in November for his achievements in and after WIOA programming. 3. Seth Lentz, WDBSCW Chief Executive Officer, visits the Latino Academy of Workforce Development in February 2022 while U.S. Senator Tammy Baldwin tours local community-based partner organizations to learn about the strategies that support workforce development and industry diversification.

LEARNING *and* EARNING INITIATIVES

APPRENTICESHIP OPPORTUNITIES

Our apprenticeship work is diversifying and scaling industry engagements to support workers and businesses through a series of apprenticeship expansion grants and Youth Apprenticeships.

The Apprenticeship State Expansion (ASE) Grant and State Apprenticeship Expansion (SAE) 2020 Grant support Apprenticeship Navigator positions across Wisconsin. These Navigators inform the public about the benefits of apprenticeships, as well as the advancement opportunities available when bridging between a Youth Apprenticeship or Certified Pre-Apprenticeship to a Registered Apprenticeship. These grants also aim to support strategies like supportive services for Registered Apprentices, On-the-Job Learning reimbursements for employers and Certified Pre-Apprenticeship trainings that help individuals gain the skills needed to bridge into Registered Apprenticeships. These grants are funded by the U.S. Department of Labor.

Youth Apprenticeships (YAs) offer high school juniors and seniors the opportunity to build employability and professional skills before graduation. Students train in one of 11 industry clusters and work at a local company, all while completing high school curriculum and related instruction. This work is funded by the State of Wisconsin through the Bureau of Apprenticeship Standards.

COVID-19 WORK EXPERIENCE PROGRAM

We helped our communities and participants respond to the pandemic through work experience opportunities at local nonprofits. Over the past year, the COVID-19 Disaster Recovery Dislocated Worker Grant offered job seekers the chance to enter a work experience at a local organization that provides humanitarian services and focuses on recovery from the pandemic.

The program matched individuals whose employment was affected by the pandemic to agencies that focus on food security and access to food resources. The goal was to create an environment where laid off workers can build skills and nonprofits can develop the workforce needed to meet industry demands. This program was funded through the U.S. Department of Labor and the State of Wisconsin Department of Workforce Development via the Disaster Recovery Dislocated Worker Grant.

Number of individuals supported by our learning and earning initiatives in PY21:

ASE & SAE GRANTS

224

COVID-19 WEX PROGRAM

28

YOUTH APPRENTICESHIPS

512



YOUTH APPRENTICE DRILLS INTO CAREER

Sasha entered the Youth Apprenticeship Program's health science pathway as a Dental Assistant at Mount Horeb Dental. In her role, she sterilizes equipment and prepares trays, rooms and other material for procedures. The program helps Sasha experience the ins and outs of owning and working at a dental office. She enjoys learning and feels accomplished after mastering new skills.

"I have also enjoyed being surrounded with such wonderful people who are so knowledgeable and full of willingness to help. What taught me the most was jumping off right into work with guided help from others."

Sasha's apprenticeship experience reinforced her plans to attend college and dental school after high school graduation.

"Even if you aren't 100% certain about your career path, YA is a perfect way to test and see if it is something you enjoy doing."



Fisher Barton recognizes that college isn't the only option for young people and we want to provide students with the opportunity to access flexible pathways for their future within the local community. Our goal with [the Youth Apprenticeship] Program is to create a culture of learning where students not only gain valuable on-the-job experience but can develop confidence, positive workplace habits and transferable skills.



Veronica Shogren, Fisher Barton



CAPTIONS: 1. Participants of Operation Fresh Start's STRIVE Construction cohort build skills with hands-on experiences in 2021. 2. A Youth Apprentice thanks their mentor at the Youth Apprenticeship Mentor Appreciation Night in April 2022. 3. Sasha builds new skills and completes daily tasks at Mount Horeb Dental as a Dental Assistant Youth Apprentice in 2022. 4. David Polk, Bureau of Apprenticeship Standards' Director, joins a Worker Advancement Initiative participant in celebrating their Certified Pre-Apprenticeship credential during a graduation ceremony in July 2022. 5. A WIOA In-School Youth Program participant grows their skills during a work experience at Jung Garden Center in June 2022.

SOLUTIONS *with our* INDUSTRY PARTNERS

INDUSTRY COUNCILS

We're teaming up with our regional economic development partners, like MadREP, technical colleges including Madison College and Moraine Park Technical College, and community-based organizations to tackle and address innovative workforce development solutions.

We're now active on four manufacturing councils across the region - the Manufacturing Business Alliance of the Dodge County Region, the Made In Dane Manufacturing Network, the Manufacturing Alliance and the newly formed Jefferson Manufacturing Roundtable. These councils allow area manufacturers to share best practices and inspire collaborations with an emphasis on promoting the industry to students and community members.

Information technology, biotechnology and healthcare remain some of the top industries in our region. That's why we work with the IT|BIO|HC Talent Coalition to address worker pipeline expansions, recruitment, development and retention challenges and create growth opportunities. The coalition convenes 23 employers while promoting their high-quality careers to the community.

Number of businesses that engaged in our events and services in PY21:

LOCAL JOB FAIRS

92

BUSINESS PARTNERS

426

INDUSTRY COUNCILS

67

GUIDED INITIATIVE

GuidEd is an initiative designed to showcase local businesses and their career pathway options. Students and school staff tour manufacturing facilities to get an inside look at the companies and speak directly with employers. These GuidEd events were hosted in partnership with the Made In Dane Manufacturing Network and the Manufacturing Alliance.



CAPTIONS: 1. Employers learn how the Youth Apprenticeship Program can strengthen their workforce at the Madison Region Economic Development and Diversity Summit in August 2022. 2. Workers laid off from Guardian Glass network with employers at a targeted Rapid Response job fair in November 2021. 3. The business services team tours McFarlane Manufacturing in December 2021 for their quarterly meeting. 4. A Madison College - Portage campus welding instructor demonstrates classroom experiments to middle school students during a GuidEd tour in May 2022.

ON-THE-JOB LEARNING REIMBURSEMENTS

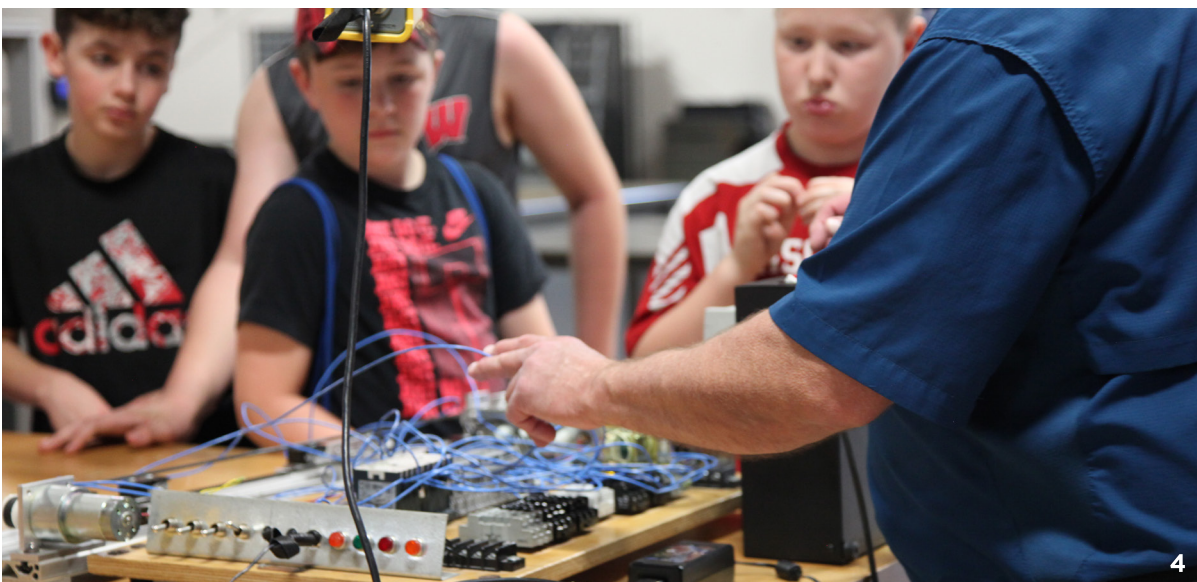
On-the-Job Learning Reimbursements grant us the opportunity to acknowledge employers utilizing Registered Apprenticeships as well as encourage the expansion of apprenticeships as a workforce development strategy. More than 50 companies have received reimbursement awards for their hiring and onboarding of Registered Apprentices.

These OJL reimbursements are made possible through the State of Wisconsin Bureau of Apprenticeship Standards' federal grant funding, including the ASE Grant and the SAE 2020 Grant.

In an effort to attract, train and retain talent, our partnership with the Workforce Development Board of South Central Wisconsin is essential. Opportunities provided through career fairs, Rapid Response efforts, customized trainings, work experiences, direct referrals and more contribute to our ability to make quality hires as we work to provide our patients and families with remarkable care.

Marvel Browne, UW Health

UWHealth



SKILLS *for* CAREER SUCCESS

WORKER ADVANCEMENT INITIATIVE

We received \$2M in February 2022 to serve Wisconsinites in the South Central region through the Worker Advancement Initiative (WAI). This initiative supports individuals who are unemployed, working part-time, or struggling to find or keep a job due to the COVID-19 pandemic. This programming focuses on providing additional wrap-around assistance to those pursuing skill enhancement activities. As of November 2022, we've helped 121 individuals enter new careers and trainings under WAI.

This initiative is funded by the State of Wisconsin Department of Workforce Development through the American Rescue Plan Act (ARPA).

INDEPENDENT LIVING PROGRAM

The adjustment from foster care to independence is often challenging - but our Independent Living Program aims to provide young adults with services and supports to ease their obstacles. The program offers housing assistance, education and training support, career guidance, and other resource connections to facilitate a smooth transition.

This work is funded by the State of Wisconsin Department of Children and Families. We continue this work in partnership with workforce development boards and child welfare agencies across the state.

Number of young adults in the region that participated in our workshops and obtained services in PY21:

STEPS WORKSHOPS & ACTIVITIES

52

INDEPENDENT LIVING PROGRAM

148



CAPTIONS: **1.** An Independent Living Program participant celebrates high school graduation at the Foster Youth Graduation Celebration hosted at the Governor's Executive Residence in July 2022. **2.** STEPS workshop participants learn how to make taco bowls using healthy, inexpensive ingredients in May 2022 at Operation Fresh Start's Diane Ballweg Training Kitchen. **3.** Rocky celebrates his new job as a Driver Trainee after receiving services from the WorkSmart Network in February 2022. **4.** Worker Advancement Initiative participants celebrate their graduation from the Latino Academy of Workforce Development's Bilingual Construction cohort in June 2022. **5.** A young adult celebrates Pride Month in June 2022 at an Independent Living Program Youth Advisory Council event co-hosted with the Dane County Department of Human Services.

DRIVING THROUGH A DISLOCATION

Rocky was referred to WorkSmart through his local Job Center. He had worked as an EMT for many years but left the field for a manufacturing job that provided more stability. Unfortunately in February 2022, Rocky was dislocated. But he wasted no time preparing to transition industries again to become a CDL driver.

One challenge new drivers face is finding a job without any tractor-trailer experience. Rocky was aggressive with his job search and partnered with WorkSmart to update his resume so it matched his new employment interest. In just a few weeks, he accepted a job as a Driver Trainee with HO Wolding.

Rocky stayed focused and refused to let this opportunity pass him by. Once his training period is complete, he will earn \$28 per hour at a stable job.

"After being downsized by my company [...], I reached out to [WorkSmart] looking for career options. The ladies there were amazing and went above and beyond. It's the best career move I've made yet! I have a job that pays more than I've made and I finally enjoy what I do."



The most beneficial part of the program is how amazing the teachers, the pre- and after support, and the assistance in finding a job has been! Welding training has furthered my career and made me more marketable in finding a new job [...] Thank you so much from the bottom of my heart!

Jennifer, Worker Advancement Initiative participant



GROWING *through* CAREER INVESTMENTS

RAPID RESPONSE SERVICES

Layoffs and closures continue to impact workers and employers in our communities. But our Rapid Response team remains active in connecting these individuals to the career and supportive services they need while they transition to new employment. Each session offers information and resources from the WorkSmart Network, Covering Wisconsin, United Way 211 and Unemployment Insurance.

In the past year, we've also offered targeted job fairs that allow employers and laid off workers to connect at the affected facility. Since we began using this strategy, our Rapid Response team has partnered with more than 25 companies to participate in these job fairs.

Number of individuals that received our career services and supports in PY21:

REENTRY PROGRAMMING
106

RAPID RESPONSE SERVICES
130

WINDOWS TO WORK PROGRAM

Our goal is to reduce recidivism in communities through the Windows to Work Program. The programming is available statewide but locally we're helping inmates at the Oakhill Correctional Institute, Fox Lake Correctional Institution and Columbia Correctional Institution who are about to be released search for and secure employment. Services are provided to increase employability skills and career opportunities, as well as reduce the risk of re-offending post-release through cognitive behavioral intervention training.

The employment and retention rate for participants post-release is 85% with average earnings at \$19.14 per hour. This program is supported by the State of Wisconsin Department of Corrections.

ARES PROJECT

This two-phase project concentrated on integrating best practices from the corrections and workforce development fields to build capacity for programs aiming at reducing recidivism and increasing employment outcomes. The project focused on seven Wisconsin counties - Columbia, Dane, Dodge, Jefferson, Marquette, Rock and Sauk. The planning phase resulted in a comprehensive process analysis and systems mapping to identify existing services and programs in our communities that assist in returning individuals. The implementation phase focused on strategic planning to integrate best practices from the community support network, corrections, and workforce development fields.

Since we received the grant, 47 workforce and community partners participated in ARES-funded correctional best practice training offers. This project is supported by a multi-year grant awarded by the Federal Bureau of Justice Assistance.

PAGE 11-12 CAPTIONS: **1.** Raymond celebrates graduation from the Carpentry Essentials Academy in July 2022. **2.** Workers dislocated from NeuGen attend a Rapid Response job fair in June 2022 to connect with companies specifically hiring talent with their skill sets. **3.** Employees of companies in Jefferson County attend the Leadership Academy funded by the Worker Advancement Initiative in October 2022. **4.** Seth Lentz, WDBSCW Chief Executive Officer, participates on the panel "Filling in the Gaps: How Workforce Development is Preparing the Essential Workers of the Future" with Latino Academy of Workforce Development and Goodwill Industries of Southeastern Wisconsin at the Wisconsin Leadership Summit in October 2022. **PAGE 13 CAPTION:** Middle school students tour TriEnda's facility during a GuidEd event in May 2022 to learn about their manufacturing career pathways.

BACK COVER CAPTIONS: **1.** A WIOA programming participant celebrates graduation from Operation Fresh Start's Legacy cohort in 2021. **2.** Workers dislocated from NeuGen attend a Rapid Response Job Fair in October 2022 to network with employers searching for talent with their skill set. **3.** Claudine with Aprilaire accepts the 2021 Champions in Action Award in December for her partnership and commitment to workforce initiatives. **4.** Students interested in becoming Youth Apprentices engage with companies at the Youth Apprenticeship Job Fair at Madison Memorial High School in May 2022. **5.** Companies network with Latino Academy of Workforce Development participants at a June 2022 job fair.



BUILDING ESSENTIAL CAREER SKILLS

Raymond attended the Carpentry Techniques Academy to gain new skills that would boost his career opportunities after his release from incarceration.

"I took a carpentry class years ago and maintained an interest in it all these years. Whatever route I choose to take, I know I will be successful in large because of the extra skills I obtained in this training."

In July 2022, Raymond celebrated his graduation from the Academy and was chosen to speak at the celebration. He also obtained employment with Brunsell.

"I would like to especially thank the staff from Madison College, the Department of Corrections and most of all, my instructors [and] WorkSmart."



Windows to Work, with the guidance from my [Windows to Work coach], helped me recognize high risk situations, deter bad choices, value my time and use it more proficiently. I am a proud, productive member of society doing it the right way. Thanks Windows to Work, you truly are a blessing.
Shandrell, Windows to Work Program participant



OUR YEAR *by the* NUMBERS

(Year ending June 30, 2022)

STATEMENT OF FINANCIAL ACTIVITIES

REVENUES 2022

Government Grants	\$5,363,946
Other Revenue	\$12,403
TOTAL REVENUE	\$5,376,349

EXPENSES

Program Services	
WIOA Adults and Dislocated Workers	\$1,269,891
WIOA Youth	\$759,734
Total Program Services	\$2,029,625
Other	
Project Costs	\$44,348
WIOA - Statewide DWG Grant	\$326,428
WIOA - Rapid Response Allotment Grant	\$66,615
WIOA - COVID-19 Grant	\$47,997
DWD - WAI Grant	\$164,237
DCF - Independent Living Grant	\$1,026,858
BAS - Youth Apprenticeship Grant	\$546,304
BAS - Apprenticeship Expansion Grant	\$209,570
BAS - Apprenticeship Navigator Grant	\$277,458
DOL - Rural Healthcare Grant	\$43,205
DOC - Windows to Work Program	\$208,655
DOC - ARES Grant	\$35,413
Total Other	\$2,997,088
Supporting Activities	
Management and General	\$322,495
Grant Development & Writing	\$17,637
Total Supporting Activities	\$340,132
TOTAL EXPENSES	\$5,366,845

OUR SCORECARD

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 2021 Scorecard (July 1, 2021 - June 30, 2022)

Employment (2nd Quarter After Exit)	Negotiated Goal Level/Rate	Actual Performance Level/Rate	Percentage of Goal Level/Rate
Adult	76.0%	80.0%	105.3%
Dislocated Worker	83.0%	81.3%	97.9%
Youth	78.0%	87.3%	111.9%

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%	75.1%	100.1%
Dislocated Worker	82.0%	82.1%	100.1%
Youth	77.0%	69.4%	90.1%

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	\$7,940	128.0%
Dislocated Worker	\$8,000	\$9,372	117.2%
Youth	\$3,500	\$4,040	115.4%

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%	78.4%	126.5%
Dislocated Worker	67.0%	66.7%	99.6%
Youth	59.0%	64.5%	109.4%

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%	72.3%	172.1%
Dislocated Worker	48.0%	82.3%	171.4%
Youth	35.0%	66.0%	188.5%

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.

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 receive 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 utilize a service anytime within the previous three years.

VISIT US

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

LET'S BE SOCIAL

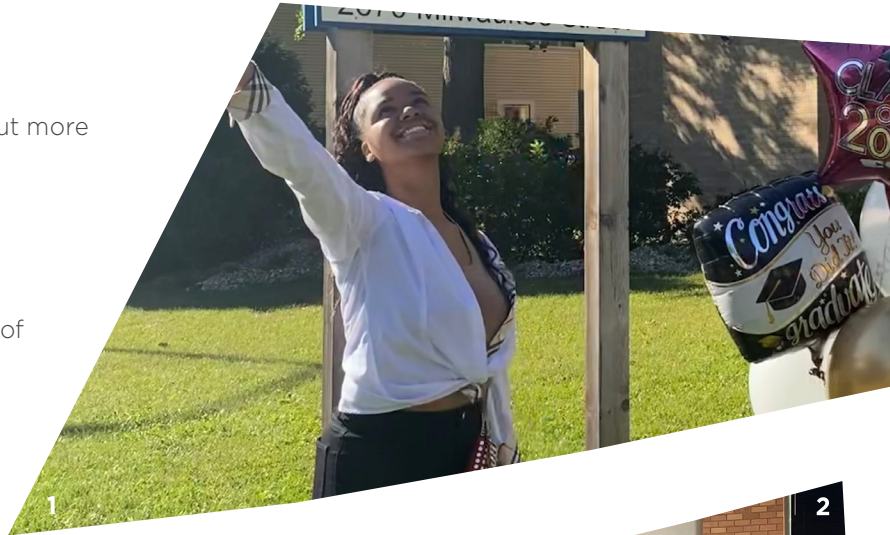
Find us on Facebook, Instagram, Twitter and LinkedIn [@wdbscw](#) to stay up-to-date on our news, pictures and videos.

SURF THE WEB

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

PARTNER WITH US

Call us at [608-249-9001](#) to join our network of workforce, economic and business partners.



The Workforce Development Board of South Central Wisconsin and WorkSmart Network are equal opportunity employers and program service providers. If you need this information or printed material in an alternative format or in a different language (any of these free of charge), please contact us at 608-249-9001. Deaf, hard of hearing or speech impaired callers may contact us through Wisconsin Relay Services at 7-1-1. Proud partners of the American Job Center network. This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The product was created by the recipient and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties or assurances of any kind, expressed or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability or ownership. This product is copyrighted by the institution that created it.

