The Workforce Development Board of South Central Wisconsin is a nonprofit organization that collaborates with businesses and workforce in the counties of Columbia, Dane, Dodge, Jefferson, Marquette and Sauk to promote a healthy economy.

We continually seek innovative solutions to the economic challenges that face today’s workforce. We dedicate time, talent and financial resources on:

**Collaboration.** Facilitating the bringing together of leaders from diverse sectors that are dedicated to developing collaborative partnerships and solutions to maximize resources.

**Flexibility.** Assuring that the workforce development system maintains flexibility and innovation to deal with both economic growth and downturns.

**Regionalism.** Promoting regional economic opportunities for the workforce that also responds to local assets, opportunities, and needs, and assures equitable allocation of resources throughout the region.

**Customer Focus.** Supporting a customer-driven system that focuses on employer and employee needs and anticipates and aligns resources to meet those needs and strives for continuous improvement.

**System Integrity.** Maintaining a system that is data-driven and measures outcomes.

**Valuing People.** Valuing people as our region’s greatest asset.

We adapt to the changing economic environment and respond to the pressures felt by workers, businesses, and communities in our six-county region. We are recognized for our ability to anticipate needs and forge partnerships to address those needs directly.

With a strong Board of Directors and insightful strategic partners, we make positive economic change and serve the region as its one-stop workforce development connection.

---

**OUR MISSION**

---

**BOARD OF DIRECTORS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Howard Teeter</td>
<td>Chairman Anteco Pharma</td>
</tr>
<tr>
<td>Phyllis Wilhelm</td>
<td>Past Chair Madison Gas &amp; Electric Company</td>
</tr>
<tr>
<td>Janice Bulterma</td>
<td>Chair-Elect University of Wisconsin Hospital and Clinics</td>
</tr>
<tr>
<td>Jim Cavanaugh</td>
<td>Treasurer South Central Federation of Labor AFL-CIO</td>
</tr>
<tr>
<td>Richard Hands</td>
<td>Secretary American Family Insurance</td>
</tr>
<tr>
<td>Jon Bales</td>
<td>Deforest Area School District</td>
</tr>
<tr>
<td>Bob Barker</td>
<td>AGC of Wisconsin</td>
</tr>
<tr>
<td>Dave Boyer</td>
<td>MCD, Inc.</td>
</tr>
<tr>
<td>William Brueggeman</td>
<td>Wisconsin Division of Unemployment Insurance</td>
</tr>
<tr>
<td>Edward Clarke</td>
<td>Madison College</td>
</tr>
<tr>
<td>Kevin Clifford</td>
<td>Watertown Daily Times</td>
</tr>
<tr>
<td>Karen Coley</td>
<td>Moraine Park Technical College</td>
</tr>
<tr>
<td>Kathy Cromey</td>
<td>Penda Corporation</td>
</tr>
<tr>
<td>Gene Dalhoff</td>
<td>Sauk County Development Corporation</td>
</tr>
<tr>
<td>Karen Dettinger</td>
<td>BioForward</td>
</tr>
<tr>
<td>Nancy Elsing</td>
<td>Elsing Oil Company &amp; Food Shops</td>
</tr>
<tr>
<td>Dusty Lee Gray</td>
<td>Glen Oak Lumber and Milling, Inc.</td>
</tr>
<tr>
<td>Randy Guttenberg</td>
<td>Waunakee Community School District</td>
</tr>
<tr>
<td>Fred Hebert</td>
<td>Central Wisconsin Community Action Council</td>
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<tr>
<td>Barry Hoopes</td>
<td>Mayville Engineering Company, Inc.</td>
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<td>T. Lindsay Jones</td>
<td>Foremost Buildings, Inc.</td>
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<td>Trish Kienitz</td>
<td>Beaver Dam Community Hospital</td>
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<tr>
<td>John Lalor</td>
<td>Lalar Brothers, LLC</td>
</tr>
<tr>
<td>Alan Langteig</td>
<td>State Bank of Cross Plains/Waunakee</td>
</tr>
<tr>
<td>Barb LeDuc</td>
<td>Opportunities, Inc.</td>
</tr>
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<td>Steve Lewis</td>
<td>Jefferson Area Business Center</td>
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<tr>
<td>Jay Loewi</td>
<td>QTI Group</td>
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<tr>
<td>Don Madelung</td>
<td>Madelung Consulting, LLC</td>
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<tr>
<td>Jim Martinez</td>
<td>United Migrant Opportunity Services</td>
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<tr>
<td>Amy Mendel-Clemens</td>
<td>Dane County Economic Assistance &amp; Work Services</td>
</tr>
<tr>
<td>Ann Miller</td>
<td>Madison Symphony Orchestra</td>
</tr>
<tr>
<td>Leslie Mirkin</td>
<td>Division of Vocational Rehabilitation</td>
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<tr>
<td>Kurt Muchow</td>
<td>Vierbicher Associates</td>
</tr>
<tr>
<td>Bill Orth</td>
<td>Sauk County Human Services</td>
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<tr>
<td>Mary Pasholk</td>
<td>Wisconsin Job Service</td>
</tr>
<tr>
<td>Lynn Severson</td>
<td>Lands’ End</td>
</tr>
<tr>
<td>Alfonso Studesville</td>
<td>Just Nails, Madison College</td>
</tr>
<tr>
<td>Clay Tschillard</td>
<td>WI NECA-IBEW Electrical Apprenticeship &amp; Training</td>
</tr>
</tbody>
</table>
From the Chairman, Howard Teeter

Over the past several years the Workforce Development Board and its staff, contractors, and education and community partners have worked tirelessly to create a system that improved access for individuals who need counseling, training and employment. At the same time, the efficiency, cost and value of these services were significantly enhanced. This system was, once again, challenged in 2010-2011 and we are pleased to report success. Goals for WIA Adult, Dislocated Workers and National Emergency Grant programs were met and exceed while we continued to serve an unprecedented number of clients. These achievements were possible because of the dedication and creativity of the staff and the contractors and volunteers who provided these vital services.

While we celebrate success we are also mindful of continuing challenges. These include slow economic recovery and a changing workplace that requires new skills and training that are not yet available. We also recognize areas where we need to improve—particularly in engaging, training and preparing young adults for meaningful employment and jobs of the future. Our focus around partnerships for economic growth is more important than ever as we work with national, state and regional partners to grow the economy and to prepare a workforce equipped to meet the challenges of the future.

It has been an honor to serve as Chairman of the Workforce Development Board of South Central Wisconsin. I want to thank the staff and the Board for their dedication, skill and hard work. Most of all I want to thank you, our partners, for making this success possible.

From the Executive Director/CEO, Pat Schramm

As we reflect on our efforts in 2010-2011, we recognize the importance of strong partnerships. Without the amazing partnerships that we have within our region, we would not have been able to provide quality services to more than 3,200 unemployed workers and young adults over the past year.

We had an uphill climb to work towards success—which in our world is new skills and family-sustaining wage level jobs; however, we were able to bring innovation and new ways of delivering services that worked for the constantly changing circumstances that we encountered.

Instrumental to our success is the constant dedication and leadership of our Board. Many of our Board members are company owners and operators who themselves are working diligently to stay ahead of this economic crisis. And yet, they continued to dedicate their time and talent to our cause by helping examine our service practices and efforts to discover new solutions to our region’s workforce challenges.

Our education and community partners have again proved their leadership and dedication. We thank them for putting forth their time and talents to represent and support our work to assure that our customers receive the services and resources needed to help them succeed.

Lastly, our new community outreach efforts under the WorkSmart brand brought a new presence for workforce development into our communities. We now stand shoulder to shoulder with community partners who provide services to many of our most distressed communities and unemployed residents. It is this kind of collaboration that helps us move forward.

We are very thankful for all of your help. There would be no success without partnerships.
INVESTING IN DRIVER & CROSS-SECTOR INDUSTRY PARTNERSHIPS

Our industry partnership approach engages local businesses from across the region to inform, invest, and support workforce pipeline development efforts. These partnerships enable employers in key industry sectors to connect with each other, identify shared needs of an industry, and work with partners to design new systems that will solve the identified problems.

Advanced Manufacturing
The manufacturing industry demands an agile workforce with essential core knowledge and skills to keep pace with technological and organizational change.

Last year, we allocated $87,500 to offer nationally-recognized Manufacturing Skill Standard Certification (MSSC) credentials to 65 workers in our region. This workforce investment was in partnership with Madison College and can improve our training practices.

Agriculture
Wisconsin continues to lead the nation in agriculture, which is why we’re investing in the workforce that drives this vital industry. Last year, we dedicated $117,620 toward preparing 232 agricultural workers with both the business and technical skills needed in agricultural career pathways.

We continue our partnership with the Wisconsin Agricultural Education & Workforce Development Council and the Wisconsin Agriculture Foundation to develop a sustainable strategy and plan for agriculture industry partnerships.

Health Care
The health care industry continues to be a strong driver of both the economy and quality of life in South Central Wisconsin. In spring 2009, the Board established partnerships to formally create the Health Care Workforce Alliance of South Central–Southwest Wisconsin, bringing together a diverse group of health care leaders to address the workforce challenges for both workers and businesses.

Last year, the Alliance created a resource mapping tool to identify the health care workforce resources available in our region and beyond and also began plans to develop a clinical passport to
streamline the process for students in clinicals.

In the coming year, the Alliance will continue to develop solutions around: nurse faculty shortages, recruitment and retention issues, portable simulation training, and aging in place.

**Construction & Energy Efficiency**

Our Sector Alliance for the Green Economy (SAGE) team worked to identify skill development opportunities within three categories: foundational skills, technical skills, and weatherization awareness and engagement. Workgroups within the SAGE team were formed to develop pathways and training strategies around each of these critical industry needs.

In 2011, SAGE is scheduled to support 65 apprentices and journeymen who are working to develop new green-related energy efficiency skills.

**Biotechnology**

The bioscience and biotechnology industry is a diverse and rapidly growing sector that is contributing significantly to national, state and regional economies, including that of South Central Wisconsin. Our region has experienced industry growth in specialized areas including agricultural feedstock and chemicals, drugs and pharmaceuticals, and medical research and development. We are now working in partnership with BioForward, a member-driven state association that is the voice of Wisconsin’s biotechnology industry, to better understand the industry’s workforce needs.

**Business Services & Information Technology**

Information Technology and Business Services are cross-sector industries within the region. Jobs within these industries support development in all of our driver sectors.

In 2010-2011, we contributed financial support to skill training for 398 participants who desire to develop careers within these cross-sectors.
The Board partners with technical colleges, businesses, and community organizations to provide a series of services intended to help young people from ages 14-21 gain academic and career goals and eventually join the workforce. We work to provide both in- and out-of-school youth the support they need to become confident, aware and skilled workers that contribute immeasurably to a stronger community.

The Middle College Project
The Middle College Project is reengaging high school students in both secondary education and career pathways. Students have the opportunity to earn their high school diploma while taking college-level classes on a Madison College campus.
The coursework is relevant to the students’ interests and career goals, whether it be health care, manufacturing, or even business. Students also explore individual career paths through job shadowing and internship components as they earn both high school and college credits. Upon graduation from Middle College, students may continue their engagement with the Workforce Investment Act (WIA) program and receive support to continue on toward an associate degree, certificate, or other transferable college credits.

In its pilot year (2010-2011), the Middle College Project helped 90 students throughout South Central Wisconsin continue on in their education and prepare for entry into the workforce.

Future investments to the Middle College include tuition, industry-supported internships and transportation for rural students in the program.

**Out-of-School Youth/Young Adults Initiative**

We continue to connect with young adults ages of 18-21 and help position them on a good pathway toward a rewarding career. Last year, the WIA Youth Team led a grassroots movement to offer services and support to 99 young adults across our six-county region. These young adults receive personal attention from the WIA Youth Team as they are educated on the workforce and educational resources available to help them identify and achieve their career goals.

**Meet Shayd**

Twenty-one year old Shayd connected with the WIA Out-of-School Program in February 2011 after struggling to find employment. The WIA Youth Team helped Shayd set goals for himself in both education and his chosen career pathway in the hospitality industry. He is now working towards his associate’s degree in Business Management at Madison College while working full-time. He continues to attend the weekly WIA Youth sessions to encourage other participants to “not give up” and stay connected to the program that can help them succeed.

“When I first came here [to the WIA Out-of-School Youth Program] I wasn’t really expecting such a personal touch, you know, somebody actually caring about what kind of work you wanted to get into.”

—Shayd, WIA program participant

The investment in the youth in our region is vitally important to this mission because all efforts directed towards these young workers provides the opportunity for them to be prepared and successful in the work setting as they progress into adulthood. —Randy Guttenberg, Superintendent, Waunakee Community School District
We are responding to the needs of businesses and workers and have dedicated $597,061 toward special workforce strategies that align with the needs of our local communities in South Central Wisconsin.

On-the-Job Training Program
We are working closely with businesses throughout the region to ensure their workforce needs are met so they remain competitive. For those businesses looking to hire, we continue to offer incentives to hire dislocated (laid-off) workers. The On-the-Job Training (OJT) program offers participating businesses a chance to minimize the training costs of hiring a new, permanent employee, all while helping put people back into the workforce. The program is gaining momentum and will continue through 2012.

Opportunity Grant Program
For many low-income working adults in our region, the need to increase skill sets can be financially challenging. To combat this issue, we invested $66,720 in 2010-2011 to support workers pursuing high-growth, high-wage career pathways.

The Opportunity Grant program, offered in partnership with the State of Wisconsin Department of Workforce Development, provided 65 working individuals with up to $1,000 of financial support for training toward their first technical college certificate or associate degree.

“I look forward to being in a position where I can give back to other people who have gone through similar experiences as I have, and feel that this is an essential part of my reintegration into society. Through this program, I have been provided with many crucial resources and support that I would not have otherwise had.” —Derek, Windows to Work participant
Transitional Jobs Program

We are working to create new opportunities for people to build a career, provide more financial security for families, and create a brighter future for them and their children.

The Transitional Jobs Program, funded by the State of Wisconsin Department of Children and Families, is designed to help participants earn while they learn. Each participant is matched with a paid, internship/work experience opportunity available through participating business work sites in the region. The program gives unemployed individuals a chance to learn the soft and technical skills needed to secure family-sustaining jobs.

The Transitional Jobs Program will continue until June 2012.

Windows to Work

The Board has developed a partnership with the Madison-Area Urban Ministry and the State of Wisconsin Department of Corrections to help formerly incarcerated individuals prepare for re-entry into their communities and into the workforce. The program is designed to help participants prior to their release, during the transition, and post-release. Fifteen participants in the Windows to Work Program have been connected to workforce services and support to: search for and secure employment or pursue technical training, gain financial literacy, and become self-sustaining members of their communities.

Meet Derek

At age 27, Derek finished serving a six-year prison sentence for various drug charges. Prior to his release in May 2011, Derek connected with the Windows to Work team to help him set a plan to gain self-sufficiency and start anew. His case manager quickly uncovered his desire to learn—as Derek spent much of his time continuing his education and even teaching himself Spanish during his incarceration.

Working with the Windows to Work program, Derek now has plans and support to continue his education in International Business and Spanish at the University of Wisconsin-Madison this spring, and is also gainfully employed.

“It definitely makes you feel better about yourself to finally get a job... I’m trying not to take this opportunity for granted.” —Brock, Transitional Jobs Program Participant

“As a small, start-up company, it’s expensive for us to hire on new workers. The Transitional Jobs Program made it possible for us to add staff to ramp up production and get off the ground.” —Jack Wilson, Cofounder/Owner, Eco-Latch Systems, LLC
Job Centers
The South Central Wisconsin workforce system is comprised of Job Centers, also called One-Stop Career Centers. These centers provide access to jobs, skill development, and business services vital to the social and economic well-being of their communities through partnerships with other local, state, and federal agencies, education, and economic development organizations.

In 2010-2011, the workforce system continued to serve a record number of customers, with 95,542 visits. Our Job Centers felt the most pressure from increased customer volume due to the prolonged economic downturn, thus challenging the system and partners to effectively organize resources—ranging from staffing to technology. The Board will continue to evaluate infrastructure needs of the Job Centers to ensure quality customer service.

Workplace Skill Centers
Gaps in basic skills in areas including reading, writing, computer basics, and math are becoming more prevalent than ever amongst workers—both young and old—in our region. We continue
our work to ensure our workforce (and businesses) have the skills necessary to compete in a global economy. Currently, six Workplace Skill Centers are positioned across South Central Wisconsin to provide participants help with short-term skill development and work readiness skills. Last year, the Board allocated resources to support the development of a new Workplace Skill Center at the Moraine Park Technical College-Beaver Dam Campus.

**WorkSmart Access Points**
WorkSmart Access Points continue to play a critical role in serving our customers. In 2010-2011, our 16 Access Points served a record number 2,893 users—up 13 percent from last year. These smaller, satellite sites to the Job Centers continue to help relieve the bottleneck effect on our system caused by the increased customer volume; but more importantly, Access Points provide access to workforce resources and services to job seekers in outlying communities.

Each Access Point offers free computer and Internet access to help job seekers apply for jobs, apply for public assistance, get referrals to community and program partners, and get connected to their local Job Center for additional resources and services. Future investments will be made to support the first-ever “WorkSmart Access Point Campus” to ensure workforce resources are available to the south Madison community.

**Workforce Investment Act (WIA) Program**
Job Centers provide access to workforce programs and services, including the Workforce Investment Act (WIA) Program. The program, nicknamed “WorkSmart” in our region, offers employment and training services to eligible low-income adults and youth, and dislocated workers. Participants have access to core and intensive workforce services like job search and interviewing assistance and training opportunities to help them secure high-growth, high-wage employment.

More than $3.7M was allocated to serve 3,224 customers in the WIA Program from July 1, 2010 to June 30, 2011. Many WIA customers are continuing their training and work search (as part of the program); however, we celebrate a total of 860 participants moving into employment and exiting our program successfully over the past program year.

**WIA Program Customer Volume**
By Program Year (PY)

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>474</td>
<td>1022</td>
<td>1247</td>
</tr>
<tr>
<td>Dislocated Workers</td>
<td>1187</td>
<td>2048</td>
<td>1788</td>
</tr>
<tr>
<td>Youth</td>
<td>305</td>
<td>314</td>
<td>306</td>
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</tbody>
</table>

**PY2010 Total WIA Customer Volume: 3,224**
The South Central Wisconsin workforce system is comprised of Job Centers, also called One-Stop Career Centers, WorkSmart Access Points, which are smaller, satellite sites that serve our outlying communities, and Workplace Skill Centers. We utilize Interactive Television (ITV) technology to connect customers to workforce resources across the region and state. The Board has formed partnerships with agencies—both public and private—to ensure job seekers and businesses have access to quality workforce and community resources in Columbia, Dane, Dodge, Jefferson, Marquette and Sauk counties.
Job Center Locations

Dane County
Job Center
1819 Aberg Avenue
Madison, WI 53704
(608) 242-4900
M-F 7:45a-4:30p

Sauk County
Job Center
522 South Boulevard
Baraboo, WI 53913
(608) 355-3140
M-Th 9a-3p, F 9a-4p

Workforce Development Center of Jefferson County
874 Collins Road
Jefferson, WI 53549
(920) 674-7500
M-F 7:30a-5p

Central Wisconsin Community Action Council
Wisconsin Dells
1000 Highway 13
Wisconsin Dells, WI 53965
(608) 254-8353
T 9a-12p, Th 1-4p

Community Activities Program
Cambridge - Food Pantry
211 South Street
Cambridge, WI 53223
(608) 423-8142
T, Th 9a-12p

Dodge County Office Building
143 East Center Street
Juneau, WI 53039
(920) 386-4083
M 9:30a-3:30p, W 10a-2p

Joining Forces for Families
Allied Drive
2225 Allied Drive #2
Madison, WI 53711
(608) 273-6342
M-F 8:30a-12p

Joining Forces for Families
Stoughton - Lower Level
125 Veterans Road
Stoughton, WI 53589
(608) 873-5636
M-Th 10-11:45a, 12:30-3p

Lussier Community Education Center
55 South Gammon Road
Madison, WI 53717
M 12-2p, Th 12-2p

Madison College
Fort Atkinson Campus
827 Banker Road
Fort Atkinson, WI 53538
(920) 568-7200
M-F 8a-4:30p

WorkSmart Access Point Locations

Central Wisconsin Community Action Council
Beaver Dam
134 South Spring Street
Beaver Dam, WI 53916
(920) 885-9559
M-Th 9a-4:30p

Madison College
Portage Campus
330 West Collins Street
Portage, WI 53901
(608) 745-3100
M, Th 9a-4p, T, W 9a-6:30p, F 9a-3p, Sa 8a-12p

Madison College
Reedsburg Campus
300 Alexander Avenue
Reedsburg, WI 53959
(608) 524-7800
M, W, Th 9a-4p, T 9a-6:30p, F 9a-3p

Madison College South Madison Campus
2238 South Park Street
Madison, WI 53713
M-Th 5-8p, Su 1-4:30p

Dane County Job Center
1819 Aberg Avenue
Madison, WI 53704
(608) 242-4900

Marquette County Service Building
480 Underwood Avenue
Montello, WI 53949
(608) 297-7550
M-F 8a-4p

Moraine Park Technical College
Beaver Dam Campus
700 Gould Street
Beaver Dam, WI 53916
(920) 887-4406
Call to confirm hours

The Sunshine Place
33 West Collins Street
Jefferson, WI 53549
(920) 674-7500
M-F 7:30a-5p

Workplace Skill Center Locations

Dane County Job Center
1819 Aberg Avenue
Madison, WI 53704
(608) 242-4900

Madison College
School for Online & Accelerated Learning
2125 Commercial Avenue
Madison, WI 53704
(608) 245-5848

Marquette County Service Building
480 Underwood Avenue
Montello, WI 53949
(608) 297-7550

Moraine Park Technical College
Beaver Dam Campus
700 Gould Street
Beaver Dam, WI 53916
(920) 887-4406

Sauk County Job Center
522 South Boulevard
Baraboo, WI 53913
(608) 355-3140

Workforce Development Center of Jefferson County
874 Collins Road
Jefferson, WI 53549
(920) 674-7500
Our investments are fueled by a sense of accountability to the businesses and people that make up our six-county region. Focused on their ever-changing needs, we dedicate ourselves to creating and evolving programs and services that deliver direct value to our economy and the people that drive it.

### FISCAL YEAR 2011 REVENUES

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Government Grants</td>
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<tr>
<td>Other Revenue</td>
<td>$287</td>
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<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$5,124,338</strong></td>
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### FISCAL YEAR 2011 EXPENSES

#### PROGRAM SERVICES

<table>
<thead>
<tr>
<th>Service</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Adults and Dislocated Workers</td>
<td>$2,816,436</td>
</tr>
<tr>
<td>Youth</td>
<td>$950,626</td>
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Above figures include training costs of $1,125,272.

#### OTHER

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<tr>
<th>Program</th>
<th>Amount</th>
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<tr>
<td>Project Costs</td>
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<td>SAGE Grant</td>
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<td>MSSC Grant</td>
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<td>Opportunity Grant</td>
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<td>Skills Jumpstart Grant</td>
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<td>Sector-Agriculture</td>
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<td>Sector-Health Care</td>
<td>$105,625</td>
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<td>Transitional Jobs Program</td>
<td>$410,800</td>
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<td>Windows-to-Work Program</td>
<td>$60,865</td>
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<tr>
<td><strong>TOTAL OTHER</strong></td>
<td><strong>$909,650</strong></td>
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#### SUPPORTING ACTIVITIES

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<tr>
<th>Activity</th>
<th>Amount</th>
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<tr>
<td>Management and General</td>
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<tr>
<td>Grant Writing</td>
<td>$33,525</td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$5,124,338</strong></td>
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### WIA Performance Score Card

We’re committed to performance standards set by the U.S. Department of Labor. Our WIA performance marks from Program Year 2010 are reflected in the table below.

<table>
<thead>
<tr>
<th>WIA Performance Measure</th>
<th>Adults</th>
<th>Dislocated Workers*</th>
<th>Youth</th>
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</thead>
<tbody>
<tr>
<td>Entered Employment Rate</td>
<td>Met Goal</td>
<td>Exceeded Goal</td>
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<tr>
<td>Retention Rate</td>
<td>Met Goal</td>
<td>Exceeded Goal</td>
<td>N/A</td>
</tr>
<tr>
<td>Six Months Earnings</td>
<td>Exceeded Goal</td>
<td>Exceeded Goal</td>
<td>N/A</td>
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<tr>
<td>Placement into Employment or Education</td>
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<td>N/A</td>
<td>Goal Not Attained</td>
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<tr>
<td>Attainment of Degree or Certificate</td>
<td>N/A</td>
<td>N/A</td>
<td>Met Goal</td>
</tr>
<tr>
<td>Literacy Numeracy Gain</td>
<td>N/A</td>
<td>N/A</td>
<td>Goal Not Attained</td>
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</table>

Note: Program Year 2010 is July 1, 2010–June 30, 2011

*Includes performance measurements for dislocated workers involved in the National Emergency Grant Program
EDUCATING OUR LEADERSHIP

New Engagements with Leadership at the Federal Level

Capitol Day and Hill Visits
The Board organized and sent a team to Washington D.C. in February 2010 as part of the National Association of Workforce Boards Forum and the National Skill Coalition Hill Visits. The team met with and educated 7 Federal legislators on the current workforce issues and practices in our region.

National Skills Coalition
We continue to partner with the National Skills Coalition to ensure that workforce development and technical college system policies align and support career pathways development and implementation—which is the foundational model for our regional workforce system.

New Engagements with Leadership at the State Level

State Capitol Day
Eight representatives from the Board joined the members of the Wisconsin Workforce Development Association (WWDA) for Wisconsin Capitol Day in February 2011. Our teams met with 11 State legislators to educate them on current workforce issues and practices in our area.

New Engagements with Leadership at the Regional Level

Advance Now
Staff support and Board leadership will be provided to support Advance Now, a new Thrive initiative, which aims to position the Madison Region as one of America’s leading job creation engines and most livable communities. Advance Now is a comprehensive, action-oriented regional economic development strategy that will systematically move the regional economy forward.

Dane County Jobs & Prosperity Project
As part of this new initiative led by the Dane County Executive, the Board will provide input (around workforce development) to local leadership as they re-focus efforts to facilitate and promote economic development in Dane County.

Madison Workforce Initiatives
The City of Madison is dedicated to better understanding the economic and workforce issues affecting their community. The Board continues to communicate with and educate City leadership on pressing workforce issues—including those issues around poverty and unemployment.

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