The Workforce Development Board of South Central Wisconsin (WDBSCW) 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.

Our vision is to build public and private partnerships that support innovation and excellence in workforce development. 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.

**Innovation.** Working to discover and create more effective processes, technologies, and ideas/strategies that will benefit job seekers, partners, businesses and the region’s communities.

**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 develops a highly qualified workforce by focusing on employer and employee needs and anticipates and aligns resources to meet those needs.

**Fiscal Integrity.** Maintaining fiscal integrity.

**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.
From the Chair, Howard Teeter

It has been my pleasure to chair the South Central Workforce Development Board for the last two years. It is an honor to work with the staff as well as our partners and contractors. As I have learned more about the regional, state and federal workforce community, it has become obvious that this Board is special. The Board’s accomplishments and abilities are recognized across the country – not just in the South Central Wisconsin region. This has permitted us to be creative, proactive and effective during a very difficult period. Highlights of the past year have included our focus on youth with the Middle College program, leadership in coordinating workforce development with state and regional economic development and a renewed focus on manufacturing and industry partnerships.

Our success has not been without challenges. We are facing both reduced funding and higher expectations from both the federal government and the state. External workforce initiatives will necessitate re-evaluation of our programs and collaboration with agencies and groups that may not have existed last year. I am confident, however, that the staff and incoming board leadership are not only up to the task, but will be the drivers of a more efficient and effective workforce effort.

From the Executive Director/CEO, Pat Schramm

2012 has been a year of opportunity and partnerships. Because partnership is a core practice of our business, we celebrate the opportunities we’ve had to build new relationships that will help us to provide even more effective services to workers and businesses in South Central Wisconsin. Many of our new partnerships have stemmed from the expansion of our WorkSmart Access Points network. These community-based partnerships help us move essential workforce development services into the region’s local communities. The corps of Access Point volunteers is helping to bring workforce development close to the people who need our services.

This year we are also celebrating that many of the businesses in our region are hiring again. It has been exciting to be part of the conversations and solution-building to prepare our workforce to meet the needs of our region’s companies. These conversations with industry help us to understand the critical needs to ensure that our workers have the technical skills to enter and grow with our region’s industries. We are very thankful to the businesses that help us to understand the critical workforce development issues facing their industries. We also appreciate their willingness to include the workforce system and the technical college system in solution-building conversations.

We anticipate that 2013 will be a year of immense change and opportunity. We will continue to strive to build and support new partnerships and seek effective solutions to our region’s workforce needs.

IN MEMORIAM

The 2012 Annual Report is dedicated to the memory of Ann Miller, a long-term member of the Board of Directors for the Workforce Development Board of South Central Wisconsin and former Chair for the Board’s Youth Committee.

The 2012 Annual Report is also dedicated to the memory of Howard Zellmer, a longtime resident of Marquette County, a former member of the Marquette County Board of Supervisors and former Chair for the Local Elected Officials consortium for the South Central Wisconsin Workforce Development Area.

Both Ann and Howard will be remembered as dedicated and caring community leaders who were consistent and engaged supporters of workforce development efforts in South Central Wisconsin and beyond. Please keep them in your memories.
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.

In fall 2012, the Board led 8 industry listening sessions for more than 125 regional employers and business leaders to discuss critical workforce issues.

**Advanced Manufacturing**
The Board leveraged a $25,000 sector convening grant from the Wisconsin Department of Workforce Development to help manufacturers forge business-to-business relationships in the region.

In October 2012, the Board hosted an annual forum for manufacturers to share best practices/innovations, tap into expert knowledge, and network with other local manufacturers.

The sector convening grant is also supporting the development of an online database tool for local manufacturers to seek out partnerships and services from other manufacturers in the region.

The Board will also continue to support development of manufacturing councils across the region. These councils are bringing manufacturers and businesses together to develop cooperative plans, share best practices, and create an organized voice on local issues impacting manufacturers.

**Agriculture**
In 2012, the Board created an agriculture team, led by Paul Dietmann of Badgerland Financial, to address workforce issues in agriculture, strategies for addressing top concerns, and the promotion of agriculture careers. The goal of this work is to help our partners position agriculture as a major growth industry in Wisconsin.

In addition, the Board continues to help provide labor market information to the Wisconsin Agricultural Education & Workforce Development Council as they work to create awareness of agriculture career pathways and develop a stronger workforce pipeline into the industry.

**Health Care**
The Health Care Workforce Alliance of South Central–Southwest Wisconsin continues to bring together a diverse group of health care leaders to address the workforce challenges for both workers and businesses.

The Alliance’s Clinical Passport Ad Hoc Committee has been working to develop a standardized set of information that students need to complete before entering clinicals. The Committee and participating technical college partners...
rolled out the beta version of the clinical passport tool for students in fall 2012. The next phase of the rollout is scheduled for 2013 and will include Madison College students.

The Alliance is working to address other industry issues including nurse faculty shortages, recruitment and retention, portable simulation training, and aging in place.

Construction & Energy Efficiency
Our Sector Alliance for the Green Economy (SAGE) team formed to help identify and address labor force needs specific to “green” or clean energy jobs in construction, manufacturing, and utility industries in our region.

The SAGE team and its workgroups have been working together to employ short- and long-term strategies critical to the greening of Wisconsin’s workforce.

The team reported successful outcomes for its strategies in 2011, with 66 apprentices and journey workers now pursuing green-related energy efficiency training and skills. In addition, 20 apprenticeship programs have now become certified as “green” training programs. The team also worked with the Southwest Wisconsin SAGE Team to educate communities on the benefits and costs savings of weatherization in southern Wisconsin.

Last year, we dedicated $324,883 in resources to support industry-focused workforce development solutions that will better prepare our workforce to meet the needs of businesses in South Central Wisconsin and beyond.

Photo: BouMatic hosts kickoff event for Wisconsin’s Workforce Development Month, September 2012

Photo: Board representatives join DWD Secretary Newson in site visit to Vita Plus, August 2012

In construction, manufacturing, and utility industries in our region.
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 regional businesses a chance to minimize the training costs of hiring a new, permanent employee, all while helping put people back into the workforce.

Transitional Jobs Program
The Transitional Jobs Program, funded by the State of Wisconsin Department of Children and Families, is designed to help participants develop workplace skills.

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 has served more than 180 participants to date. The program will continue through December 31, 2012.

I was really worried about finding work to support my family. I thought I’d end up moving back to Chicago and back to my old life. It’s been an emotional ride, but the Transitional Jobs Program helped. I’m back on my feet at a job I enjoy. It’s a good feeling.

— Stanley G., Transitional Jobs Program participant
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 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.

To date, 32 participants 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.

Foundations for the Trades
This construction and utilities industry career pathway preparation program was offered by the Board in collaboration with the Urban League of Greater Madison, Construction Training, Inc.’s START Program and Operation Fresh Start.

During the six-week training program, participants focused on learning important trades skills and concepts including OSHA safety certification and green building practices. Participants also applied their new skills during a work site experience in preparation for employment in skilled trades or apprenticeships.

Health Care Administrative Training Program (HATP)
We continue our partnership with the Urban League of Greater Madison and Madison College to prepare individuals for administrative and clerical careers in the health care sector with the Health Care Administrative Training Program. HATP graduates earn technical college credits in their coursework as part of the accelerated program format.

Caminos/Pathways Health Career Project
The Caminos/Pathways Health Career Project is an innovative, integrated training program that prepares Latino/Latinas for health care careers such as certified nursing assistants in as few as eight weeks. The Board continues to provide resources to support this effort in partnership with Centro Hispano of Dane County, Madison College, the Latino Academy of Workforce Development, and the Omega School.

The Transitional Jobs program has been a blessing for us. I’ve been out of work for years and we have really struggled to support our family. After completing the program, I now have a permanent job working as a resident assistant at Hannah’s House. We can actually make rent and also save money and pay for fun, family outings that we never had before. —Rachel R., Transitional Jobs participant
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
The Middle College 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.
The coursework is relevant to the students’ interests and career goals, whether it be health care or manufacturing. Students also explore individual career paths through job shadowing and paid internships 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.

Over the past year, the Middle College helped 82 students throughout South Central Wisconsin continue on in their education and prepare for entry into the workforce.

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, our Youth Team led a grass roots movement to offer services and support to 157 young adults across our six-county region. These young adults receive personal attention from the Youth Team as they are educated on the workforce and educational resources available to help them identify and achieve their career goals.

Meet Zoe

In 2011, Zoe was an expectant mother seeking help in fulfilling her long-term dream of becoming a nurse. She had tried some post-secondary education programs after high school but needed career advising and support services to successfully move into her career field.

Zoe is now equipped with an educational plan and supportive services because of her participation in the Workforce Investment Act (WIA) Out-of-School Youth Program. She is gaining exposure to the health care field working full-time as a certified nursing assistant at KindredHearts Senior Living.

Armed with the confidence of having a career pathway and plan, Zoe is also enrolled at Madison College and is well on her way to becoming a nurse.

I think [our Middle College student intern] really learned what those soft skills are that are needed to work in a professional health care environment. I know me and my colleagues would be very happy to have another Middle College student intern next year. —Diona Sheehan, Clinic Manager, Dean Clinic
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 2011-2012, the workforce system recorded 90,445 visits to its service locations, including the region’s three Jobs Centers.

The Job Centers have continued to experience higher than normal customer volumes due to the prolonged economic downturn, thus challenging the system and partners to effectively organize resources–ranging from staffing to technology. As a result, the Board will continue to evaluate infrastructure needs of the Job Centers to ensure quality customer service and resources.

The Board helped the Dane County Job Center and partners host a record-breaking 1,864 job seekers and 105 companies at its September 2012 event at the Alliant Energy Center.
105 employers at its Dane County Community Job Fair in September 2012 at the Alliant Energy Center in Madison.

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. Today, six Workplace Skill Centers are positioned across South Central Wisconsin to help participants develop short-term and work readiness skills.

The bottleneck effect to 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.

Access Points offer 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 services.

Three new Access Points were opened in 2012 in partnership with the Northport and Packers Community Learning Centers and T.J.’s Support Brokerage Firm, Inc. to serve Madison’s north side and south side communities.

The WDBSCW has demonstrated creative leadership through the placement and focus of their resources in needed communities in the region. —Carmen Porco, Executive Director, Northport and Packers Community Learning Centers

WorkSmart Access Points
WorkSmart Access Points continue to play a critical role in serving our customers. In 2011-2012, our 16 Access Points experienced a record number 4,428 visits—up 53 percent from last year. These smaller, satellite sites to the Job Centers continue to help relieve the

The Board will continue to work with its partners to support the Access Point network and provide our customers local access to workforce resources and services.

Workforce Investment Act (WIA) Program
Job Centers provide access to workforce programs and services, including the Workforce Investment Act (WIA) Program. The program 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 $2.7M was allocated to serve 2,672 customers in the WIA Program from July 1, 2011 to June 30, 2012 (Program Year 2011). Many WIA customers are continuing their training and work search (as part of the program); however, we celebrate a total of 788 participants moving into employment and exiting our program successfully over the past program year.

WIA Program Customer Volume for Program Year 2011

- Adults: 1,083
- Dislocated Workers: 1,350
- Youth: 239

Photo: WorkSmart Access Point ribbon cutting at Northport Community Learning Center, October 2012
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 also 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.

90,445 visits were made to a South Central Wisconsin workforce system service location or program partner in our six-county service area last year.
Learn more about the South Central Wisconsin Workforce System and how it is working to help job seekers, businesses and communities at www.comeherefirst.org.
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 resources to creating and evolving programs and services that deliver direct value to our economy and the people that drive it.

### FISCAL YEAR 2012 REVENUES

<table>
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<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>
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<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$4,783,319</strong></td>
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### FISCAL YEAR 2012 EXPENSES

#### PROGRAM SERVICES

<table>
<thead>
<tr>
<th>Service</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Adults and Dislocated Workers</td>
<td>$1,816,717</td>
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<tr>
<td>Youth</td>
<td>$895,088</td>
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Above figures include training costs of $764,287.

#### OTHER

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<tr>
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<tr>
<td>Project Costs</td>
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<td>SAGE Grant</td>
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<td>National Emergency Grant (NEG)</td>
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<td>Sector-Agriculture</td>
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<td>Transitional Jobs Program</td>
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<td>Windows-to-Work Program</td>
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<td>Special Response (SRR)</td>
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<td><strong>TOTAL OTHER</strong></td>
<td><strong>$1,732,090</strong></td>
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#### SUPPORTING ACTIVITIES

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<td>Management and General</td>
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<tr>
<td>Grant Development &amp; Writing</td>
<td>$33,942</td>
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**TOTAL EXPENSES** **$4,783,319**

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**WORKFORCE INVESTMENT ACT (WIA) PERFORMANCE REVIEW**

We’re committed to the performance standards set by the U.S. Department of Labor (DOL). The performance marks from Program Year 2011 (July 1, 2011 through June 30, 2012) for our WIA Adult, Dislocated Worker, Youth and National Emergency Grant Programs are reflected in the table below.

<table>
<thead>
<tr>
<th>Workforce Investment Act (WIA) Performance Measure</th>
<th>Adult Program</th>
<th>Dislocated Worker Program</th>
<th>National Emergency Grant (NEG) Program</th>
<th>Youth Programs</th>
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</thead>
<tbody>
<tr>
<td>Entered Employment Rate</td>
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<td>Exceeded Goal</td>
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<td>Retention Rate</td>
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<td>Exceeded Goal</td>
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<td>Six Months Earnings</td>
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<td>N/A</td>
<td>Exceeded Goal</td>
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<td>Attainment of Degree or Certificate</td>
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<td>N/A</td>
<td>N/A</td>
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<tr>
<td>Literacy Numeracy Gain</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>Exceeded Goal</td>
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</table>

Note: Program Year 2011 is July 1, 2011–June 30, 2012
EDUCATING OUR LEADERSHIP

New Engagements with Federal Level Leadership

Capitol Day and Hill Visits
The Board organized and sent a team to Washington D.C. in February and March 2012 as part of the National Association of Workforce Boards Forum and the National Skill Coalition Hill Visits. The team met with and educated 8 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 State Level Leadership

State Capitol Day
Seven representatives from the Board joined the members of the Wisconsin Workforce Development Association (WWDA) for Wisconsin Capitol Day in February 2012. The teams met with 18 State legislators to educate them on current workforce issues and practices in our area.

New Engagements with Regional Level Leadership

Advance Now
Staff support and Board leadership will be provided to support Advance Now, a 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
The Board is providing input and support (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 issues around poverty and unemployment.

AWARDS & RECOGNITION

GAO recognizes Board for most promising, innovative workforce efforts
The U.S. Government Accountability Office (GAO) selected the WDBSCW and its innovative work around Career Pathways as one of the top 14 most promising or innovative workforce efforts in the nation.

Technical Education Champion Award
WDBSCW Executive Director Pat Schramm received the 2011 Technical Education Champion Award from the Wisconsin Technical College District Boards Association. The award recognizes an individual or organization for outstanding contributions to a local technical college district or system.

Omega School Leadership Award
The Omega School awarded WDBSCW Executive Director Pat Schramm the 2012 Omega School Leadership Award as part of its Summer 2012 GED/HSED Commencement Ceremony.

BOARD STAFF

Pat Schramm
Executive Director/CEO

Seth Lentz
Deputy Director

Erin Bechen
Operations Director

Amy Davis
Program Assistant

Sue Gleason
Project Director
Skills Wisconsin Initiative

Victoria Harmon
Regional Program Director

Paul McEvilly
Finance Assistant

Danica Nilsestuen
Director of Field Operations

Jackie Rinzel
Communications Manager

Kathy Sajdak
Employment & Retention Specialist
Transitional Jobs Program

Blake Samanas
Communications Intern

Bonnie Slater
Field Operations Assistant

Lameece Tyne
Director of Finance
Forging Strategic Partnerships for Economic Growth