OUR MISSION AND VALUES

The Workforce Development Board of South Central Wisconsin’s mission is to build public and private partnerships that support innovation and excellence in workforce development. We dedicate time, talent and financial resources to: collaboration, flexibility, innovation, regionalism, customer focus, fiscal integrity and valuing people.

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. We adapt to the changing economic environment and respond to the pressures felt by workers, businesses and communities in our 6-county region. We are recognized for our ability to anticipate needs and forge partnerships to address those needs directly.

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Terrance Webb Madison College

Errin Welty Viertbicher Associates

John Whitver TW Design & Manufacturing, LLC
One–Stop System Outlook
The Workforce Development Board via the WorkSmart team provided services to 2,196 adult, dislocated workers and young adult customers over the last year through a network of 3 Job Centers and 17 WorkSmart Access Points. WorkSmart is financially supported and guided by the Board to provide innovative workforce services and solutions to prepare workers for the needs of industry. In Program Year 2012, WorkSmart met and exceeded performance goals set by the U.S. Department of Labor.

Industry Insight Guides Our Work
Our investments are focused to meet the needs of the region’s driver industries and ultimately promote economic growth. In Program Year 2012, we engaged with 285 companies. The Trade Up Campaign, in its pilot year, showcases 8 trade career pathways to students, parents and educators within 16 Dane County high school districts. We launched a web–based passport tool that standardizes the paperwork required for clinical placements at health care facilities. Our retirement and departure survey captured data from 16 health care organizations on their 5–year workforce outlook. We also worked with 4 manufacturing councils to understand industries challenges. A manufacturing summit was held to encourage business-to-business (B2B) engagement and to introduce a web portal designed to enhance B2B networking among manufacturers.

Next Generation of Workers
The Board collaborates with Madison College, Moraine Park Technical College and WorkSmart to prepare young adults within our region for the workforce. In Program Year 2012, our Middle College program served 72 economically disadvantaged students from 11 different high schools, with students earning an average of 7.5 technical college credits per semester. In addition, 32 companies served as summer work experience sites for Middle College participants. Also, 124 out-of-school youth (ages 18–21) participated in the WorkSmart Out-of-School Youth program. The participants learn the ropes of the job market and prepare for a career pathway while working to strengthen essential communication and soft skills needed for successful careers.

Transition Strategies
Transition strategies are designed and aligned to the Career Pathways platform to provide workers and businesses access to training and jobs. In Program Year 2012, our strategies included: Rapid Response, to assist workers affected by company closings and downsizing; On the Job Training, to financially support the training costs associated with a new hire; 6 Workplace Skill Centers, to provide the tools needed for basic and work readiness skills; the Transitional Jobs Program, which helped place 228 participants into paid work experiences; the Windows to Work Program, which helped 49 inmates prepare for re-entry to work and the community; and, the Mature Workforce Campaign, to identify solutions for business to reengage, retain, recruit and reposition the mature workforce.

The Workforce Development Board is committed to providing the vision and leadership for creating workforce solutions for our region. We pledge to continue building local partnerships in each county and in our region to develop stronger solutions for workers, businesses and communities. With your continued support and assistance, we will accomplish it.

— Jan Bultema, WDBSCW Chair
University of Wisconsin Hospital & Clinics
The Workforce Development Board oversees the delivery of workforce services at the One-Stop locations in the region, which are the hub of the system’s service delivery for workforce, education, training and business services. The base financial support is provided by Workforce Investment Act funds, which target unemployed and underemployed adults, dislocated workers and young adults. The One-Stop, or “Job 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.

**WorkSmart**

WorkSmart, which is a team supported by the Workforce Development Board, specializes in delivering innovative workforce services and solutions to prepare workers for the needs of business and industry. WorkSmart delivers workforce services through a network of 3 Job Centers and 17 WorkSmart Access Points. The Board has positioned these service locations to provide direct workforce services and resources to job seekers and businesses within the counties of Columbia, Dane, Dodge, Jefferson, Marquette and Sauk counties.

The WorkSmart team engages with businesses to examine hiring practices and explore solutions for worker development using strategies including On the Job Training, customized recruitment, apprenticeships and direct referrals. In Program Year 2012, WorkSmart helped to prepare 2,196 adult, dislocated worker and young adult customers with workforce services and resources to better meet the skill needs of businesses across the region.

**Performance Successes**

The Board and its partners celebrate the success of meeting and exceeding the performance goals set by the U.S. Department of Labor, the funding source for Workforce Investment Act (WIA)–funded programs and services. The performance marks from Program Year 2012 (July 1, 2012 through June 30, 2013) for WIA–funded programs serving adults, dislocated workers and youth are reflected in the table below.

<table>
<thead>
<tr>
<th>Federal Performance Measurement</th>
<th>Adult Program</th>
<th>Dislocated Worker Program</th>
<th>Youth Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entered Employment Rate</td>
<td><strong>Exceeded Goal</strong> (102.6% of goal)</td>
<td><strong>Exceeded Goal</strong> (102.1% of goal)</td>
<td>–</td>
</tr>
<tr>
<td>Retention Rate</td>
<td><strong>Exceeded Goal</strong> (102.1% of goal)</td>
<td><strong>Exceeded Goal</strong> (100.3% of goal)</td>
<td>–</td>
</tr>
<tr>
<td>Six Months Earnings</td>
<td><strong>Exceeded Goal</strong> (100.0% of goal)</td>
<td><strong>Met Goal</strong> (90.2% of goal)</td>
<td>–</td>
</tr>
<tr>
<td>Placement into Employment or Education</td>
<td>–</td>
<td>–</td>
<td><strong>Exceeded Goal</strong> (101.8% of goal)</td>
</tr>
<tr>
<td>Attainment of Degree or Certificate</td>
<td>–</td>
<td>–</td>
<td><strong>Met Goal</strong> (91.0% of goal)</td>
</tr>
<tr>
<td>Literacy Numeracy Gain</td>
<td>–</td>
<td>–</td>
<td><strong>Met Goal</strong> (96.5% of goal)</td>
</tr>
</tbody>
</table>

Federal performance measurements for Workforce Investment Act (WIA)-funded programs are standardized by the U.S. Department of Labor. Performance marks above reflect Program Year 2012 (July 1, 2012—June 30, 2013).
ONE-STOP SYSTEM SERVICE LOCATIONS

Job Centers

Dane County Job Center
1819 Aberg Ave, Madison, WI
(608) 242–4900

Sauk County Job Center
505 Broadway St, #232, Baraboo, WI
(608) 355–4810

Jefferson County Workforce Development Center
874 Collins Rd, Jefferson, WI
(920) 674–7500

Access Points

Central Wisconsin Community Action Council—Beaver Dam
134 S Spring St, Beaver Dam, WI
(920) 885–9559

Central Wisconsin Community Action Council—Wisconsin Dells
1000 Highway 13, Wisconsin Dells, WI
(608) 254–8353

Goodwill Career Center
Fitchburg
6291 McKee Rd, Fitchburg, WI
(608) 268–5175

Joining Forces for Families Allied Drive
2225 Allied Dr #2, Madison, WI
(608) 273–6342

Joining Forces for Families Stoughton
125 Veterans Rd, Stoughton, WI
(608) 873–5636

Lussier Community Education Center
55 S Gammon Rd, Madison, WI
(608) 833–4979

Madison College
Fort Atkinson Campus
827 Banker Rd, Fort Atkinson, WI
(920) 568–7200

Madison College
Portage Campus
330 W Collins St, Portage, WI
(608) 745–3100

Madison College
Reedsburg Campus
300 Alexander Ave, Reedsburg, WI
(608) 524–7800

Madison College
South Campus
2238 S Park St, Madison, WI
(608) 243–4200

Madison College
Watertown Campus
1300 W Main St, Watertown, WI
(920) 206–8000

Marquette County Service Building
480 Underwood Ave, Montello, WI
(608) 297–3124

Moraine Park Technical College
700 Gould St, Beaver Dam, WI
(920) 887–4402

Urban League of Greater Madison
2222 S Park St, #200, Madison, WI
(608) 729–1200

The Sunshine Place
Sun Prairie
18 Rickel Rd, Sun Prairie, WI
(608) 825–3875

Portage Enterprise Center*
1800 Kutzke Rd, Portage, WI
*Service location by appointment only

Skill Centers

Dane County Job Center
1819 Aberg Ave, Madison, WI
(608) 242–4900

Marquette County Service Building
480 Underwood Ave, Montello, WI
(608) 297–3124

Moraine Park Technical College
700 Gould St, Beaver Dam, WI
(920) 887–4402

Sauk County Job Center
505 Broadway St, #232, Baraboo, WI
(608) 355–4810

Madison College
Fort Atkinson Campus
827 Banker Rd, Fort Atkinson, WI
(920) 568–7241
The Board’s work is organized on a Career Pathways platform, as outlined in the figure below. Services, training and employment strategies are developed to meet the needs identified by employers and to provide workers with entry-level and career advancement opportunities.

2013 Efforts

Biotechnology / Laboratory Animal Technician Training Program
In partnership with Covance and BioForward, the Laboratory Animal Technician Training Program is a 10–week training that prepares individuals for a federally-recognized apprenticeship program and/or for employment as a Laboratory Animal Technician.

Construction and Trades / Foundations for the Trades Program
Foundations for the Trades primes participants with basic construction trades concepts necessary for entry into the construction industry. The 6–week training program is offered in collaboration with Construction Training, Inc., Operation Fresh Start and Urban League of Greater Madison. Ten participants graduated the program in spring 2013 with the majority pursuing apprenticeship programs or now working in the industry.

Health Care / Health Care Administrative Training Program
The Health Care Administrative Training Program trains participants for administrative career pathways in health care. The program couples technical college coursework with health care internships to prepare graduates for the industry. The program is offered in collaboration with the Workforce Development Board, WorkSmart, United Way, Madison College, Urban League of Greater Madison and participating health care and community organizations. The program graduated 15 participants in spring 2013.
Engaging businesses into the workforce development system is critical for economic growth. Our investments are focused to meet the needs of the region’s driver industries of manufacturing, agriculture, health care, biotechnology and construction and trades. We take a proactive approach and convene industry-led teams to drive the conversation around skill needs and to design training platforms in an effort to prepare, build and maintain a skilled workforce to adequately meet the needs of those targeted industries.

**Targeted Efforts**

**Construction and Trades / Trade Up Campaign**
The Trade Up Campaign is designed to promote apprenticeship programs in the skilled trades to high school students, parents and educators. The initiative, in its pilot year, showcases 8 different trade career pathways to its target audiences within 16 Dane County high school districts.

**Health Care / Clinical Passport**
The Health Care Workforce Alliance’s Clinical Passport Committee launched a web-based passport that standardizes the documentation and paperwork required by clinical facilities and technical colleges. The passport allows students to complete the requirements prior to their start date and also helps to reduce the inefficient and costly placement processes for student clinical experiences.

**Health Care / Retirement and Departure Survey**
The Health Care Workforce Alliance commissioned a retirement and departure survey to provide a 5-year workforce outlook for health care organizations in South Central Wisconsin. The 2013 survey captured workforce data from 16 local health care organizations and facilities with the results released in fall 2013.

**Manufacturing / B2B Portal**
The Find Manufacturers Business-to-Business Portal is an online database tool designed to promote and enhance business-to-business networking among manufacturers in the region. The portal is available at: find-manufacturers.wdbscw.org.

**Manufacturing / Councils**
Manufacturing councils bring business, workforce and education partners together to discuss and understand the industry’s workforce challenges across the region and within organizations. Four manufacturing councils meet within the region in the counties of Sauk, Columbia, Marquette and Dodge, with plans to develop manufacturing councils in Dane County and Jefferson County.
Today’s young adults are the future of our workforce, our economy and our communities. Our goal is to position these young adults on a pathway to a rewarding career. We dedicate time, talent and resources to helping our region’s young adults develop the skills and confidence to become an integral part of the workforce. The Board supports efforts to prepare the next generation of workers which includes the Middle College and the Out-of-School Youth Program.

**Middle College Program**

The Middle College Program is a bridge-to-college program at no cost to the student or to the local school. The program is designed to advance the educational level of young adults by combining high school academics necessary for high school graduation with college courses aligned to the student’s career pathway of interest.

The program is a collaborative effort among the Workforce Development Board, Madison College, Moraine Park Technical College and 11 of the region’s high schools.

**Program Outcomes**

In its third year of operation, the Middle College program served 72 economically disadvantaged students from participating high schools in the Board’s 6-county service area.

During the fall and spring semesters, students (juniors and seniors) trained in health care or manufacturing courses at participating technical colleges. On average, the students earned 7.5 technical college credits per semester. Students have the opportunity to earn 22.5 technical college credits over three semesters as part of the program’s design.

Many of the Middle College students spent their summer working with manufacturing or health care companies as part of a paid work experience component of the program. Last summer, 32 companies participated as work sites, including ABS Global, Apache, Digi-Star, Fisher Barton, Jefferson Area Business Center, John Deere Horicon Works, Penda Corporation, TW Design and UW Health.
Out-of-School Youth Program

The Board also invests in helping young adults who have dropped out of high school or graduated without the essential skills to obtain a job that provides a living wage. The Out-of-School Youth (OSY) program services are provided by WorkSmart and are offered in a boot camp format. The program’s structure is outlined in the figure below. The boot camps help young adults (ages 18 to 21 years) to:

- Tackle the job search by building a résumé and interviewing skills
- Learn the ropes of the job market by studying the career pathways within health care, manufacturing, business and service industries
- Prepare for a career path with job shadow experience and training
- Strengthen essential communication and soft skills needed for a successful career

Program Demographics

- 64% of young adults are basic skills deficient
- 27% have not earned a high school diploma
- 36% are pregnant or parenting
- 26% are offenders
- 14% have a disability

Program Outcomes

Over the past year the OSY program adopted a boot camp structure to help young adults explore career pathways. The program’s structure is outlined in the figure below. This model is helping the team to provide career exploration boot camps through the Workplace Skill Centers, job shadowing experiences and industry tours with local companies, work readiness evaluations, training opportunities to pursue GED/HSED completion and technical college credentials and support services to help participants prepare for high-growth, high-wage career pathways.

Notable Outcomes

- WorkSmart provided services to 124 young adults participating in the OSY program
- 82% entered employment rate for young adults who left our program
- We met our federal measure to help increase the basic skill level of young adults who are basic skills deficient
The Board and its partners strategically target their efforts to provide workforce services that align with the Career Pathways platform.

**Rapid Response**
The Board utilizes Rapid Response strategies to help companies manage the closing or downsizing of their operations and to provide resources and information to affected workers. Over the last year, the Board helped 38 companies navigate workforce transitions.

**On the Job Training**
On the Job Training is a workforce strategy designed to help workers move into jobs that offer both high-growth potential and above-median wages within the industry. The strategy is advantageous for businesses, as well, as they receive financial reimbursement for the training costs associated with the hire of a new, permanent employee.

**Workplace Skill Centers**
We support 6 Workplace Skill Centers in the region to ensure the local workforce has access to the tools and resources needed to develop the basic and work readiness skills needed for the workplace.

**Transitional Jobs Program**
The Transitional Jobs Program, developed by the State of Wisconsin Department of Children and Families, is a subsidized work experience program designed to help low-income adults with children. Participants are placed at work sites for up to 6 months. The program ended in summer 2013, with 228 participants receiving services. Eighty-percent of participants successfully found unsubsidized employment during or after completing the program.

**Windows to Work Program**
Windows to Work helps inmate participants search for and secure employment to ensure successful reintegration into the community after release from correctional facilities. In Program Year 2012, our case managers served 49 participants through the State of Wisconsin Department of Corrections program.

**Mature Workforce Campaign**
The Board partners with regional businesses to address the challenge of an aging workforce in industry. Together, we’re developing solutions to reengage, retain, recruit and reposition mature workers to meet current and future business needs.
**FINANCIALS**

- Youth Program Services, $1,035,672*
- Adult and Dislocated Worker Program Services, $1,749,864**
- National Emergency Grant (NEG), $249,669
- National Emergency Grant (NEG) On the Job Training Grant, $30,894
- Transitional Jobs Program, $260,003
- Windows to Work Program, $71,649
- Special Response, $158,550
- Skills Wisconsin Grant, $1,113,323
- Management and General, $356,204
- Grant Development and Writing, $37,472
- SAGE Grant, $283,231
- Project Costs, $50,466
- Sector Convening Grant, $30,480

*Above figure includes youth work experience costs of $32,489
**Above figure includes training costs of $641,718

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**WORKFORCE DEVELOPMENT BOARD STAFF**

- **Pat Schramm**, Executive Director
- **Seth Lentz**, Deputy Director
- **Erin Bechen**, Operations Director
- **Amy Davis**, Program Assistant
- **Sue Gleason**, Project Director, Skills Wisconsin
- **Jackie Hall**, Communications Manager
- **Victoria Harmon**, Regional Program Director
- **Paul McEvilly**, Fiscal Assistant
- **Danica Nilsestuen**, Field Operations Director
- **Bonnie Slater**, Field Operations Assistant
- **Lameece Tyne**, Director of Finance

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**AWARDS & RECOGNITION**

**Brian Howell Award**

Pat Schramm, Executive Director for the Workforce Development Board of South Central Wisconsin, was the recipient of the 2013 Brian Howell Award for Excellence in Innovation. While the region rightly pays attention to the importance of infrastructure and capital, education and training for workers in new economy jobs are essential. Schramm’s leadership of the Board, and in particular, her role in creating the WIRED Initiative and Industry Partnerships and Career Pathways models, showcase her commitment to innovation—which is at the heart of the Brian Howell Excellence in Innovation Award.