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

With this charge, we continue to develop and deliver workforce strategies with education, economic and workforce system partners to ensure our local workforce is prepared to meet the needs of business in our region.
EXECUTIVE SUMMARY

For 31 years, we’ve invested in partnerships and strategies that help prepare the region’s workforce for the skill needs of industry to promote a healthy economy.

The year was defined by innovative strategies and regional collaborations designed to support a demand-driven workforce development system for both business and workers across South Central Wisconsin.

WORKFORCE STRATEGIES

The WDBSCW oversees the delivery of workforce services provided by the WorkSmart Network at One-Stop (Job Center) and affiliate service locations in the region. Last year, the WorkSmart Network provided workforce services to 1,834 adult, dislocated worker and youth customers across South Central Wisconsin. In Program Year 2013, the WorkSmart Network met or exceeded 8 of 9 performance goals set by the U.S. Department of Labor.

Our worker development and transition strategies are designed and aligned to the Career Pathways platform to provide workers and businesses access to training and jobs. In Program Year 2013, our strategies included: Rapid Response services to assist more than 600 workers affected by company closings and downsizing; On-the-Job Training to help transition unemployed individuals to employment with needed training and skill development; the Windows to Work program, which helped 46 inmates prepare for re-entry to work and the community; and, the Mature Workforce Campaign, which convened business leaders to explore and develop strategies to recruit, reengage and retain mature workers in a way that’s mutually beneficial for companies and mature workers in our region.

BUSINESS STRATEGIES

Our investments are focused to meet the needs of the region’s driver industries and ultimately promote economic growth. That’s why we’ve been hard at work to engage and collaborate with companies to develop strong and effective workforce development strategies.

Our efforts in Program Year 2013 included: Skills Wisconsin, an initiative to help us transform our business service platform with partnerships and technology to better serve our business clients; Trade Up, a campaign to help the industry reach thousands of Dane County high school students, parents and educators with information on construction trade career pathways; the Clinical Passport, a web-based tool, to increase efficiencies in student clinical placements for 5 healthcare facilities and 3 educational institutions.

We also supported Middle College, which prepared 104 high school students for careers in manufacturing and healthcare with technical college education and summer work experience opportunities with 38 area companies; Foundations for the Trades Academy, which prepared 12 new workers for apprenticeships or starting-level jobs in the construction trades industry; the Healthcare Administrative Training Program, which helped to prepare 13 workforce clients for administrative tracks in the healthcare industry; and the Lab Animal Caretaker Training, a new program which incorporates a registered apprenticeship track to support needs of the biotechnology industry.

WHAT’S NEXT?

While it’s important to reflect on the work we’ve done, we continue to look ahead and identify workforce development challenges and opportunities in our region. We’re excited to announce new opportunities to help us advance our work, including implementation of the Workforce Innovation and Opportunity Act (WIOA)— new, bipartisan legislation passed in July 2014—which will help improve our nation’s workforce development system.

Building on the momentum of our Middle College and Foundations for the Trades Academy programs, the WDBSCW and partners will use Wisconsin Fast Forward grant awards to help expand the programs and prepare more individuals for career pathways. Another Wisconsin Fast Forward grant will help the WDBSCW and area manufacturers to train incumbent workers with technical skills demanded by the industry.

For 31 years, we’ve invested in partnerships and strategies that help prepare the region’s workforce for the skill needs of industry to promote a healthy economy.
BOARD OF DIRECTORS

Janice Bultema, Chair
University of Wisconsin Hospital and Clinics
Laura Cataldo
AGC of Wisconsin
Pam Christenson
Madison Gas & Electric
Marcia Christianson
Forward Service Corporation
Edward Clarke
Downtown Madison, Inc.
Kathy Collins
BioForward
Kathy Cromey, Secretary
Markert Personnel
Karen Dettinger
Dettinger Consulting, LLC
Paul Dietmann
Badgerland Financial
Nancy Elsing
Elsing Oil Company & Food Shops
Alex Fralin
Madison Metropolitan School District
Randy Guttenberg
Waunakee Community School District
Richard Hands
American Family Insurance
Fred Hebert
Central Wisconsin Community Action Council
Matthew Hurtienne
Moraine Park Technical College
T. Lindsay Jones
Foremost Buildings, Inc.
Bob Kellerman
Greater Wisconsin Agency on Aging
John Lalor
Lalor Brothers, LLC
Alan Langeteig, Chair-Elect
State Bank of Cross Plains
Barb LeDuc
Opportunities, Inc.
Steve Lewis
Jefferson Area Business Center
Jay Loewi
QTI Group
Jim Martinez
United Migrant Opportunity Services
Ann McNeary
South Central Federation of Labor and United Way of Dane County
Leslie Mirkin
State of Wisconsin Division of Vocational Rehabilitation
Bill Orth
Sauk County Human Services
Mary Pasholk
Wisconsin Job Service
David Phillips
Dane County Office of Economic and Workforce Development
Brian Pulford
John Deere Horicon Works
Dave Robinson
Brakebush Brothers
Diana Shinall
T.J.’s Support Brokerage Firm, Inc.
Lynn Severson
Charter Communications
Sue Sutter
Marshland Pharmacy
Howard Teeter, Past Chair
Anteco Pharma
Clay Tschillard, Treasurer
Wisconsin NECA-IBEW Electrical Apprenticeship & Training
Terrance Webb
Madison College

We don’t measure success by profit. We measure success by the partnerships we convene and the impacts we make in bringing businesses and talent together to help grow our regional economy.

—Alan Langeteig, WDBSCW Chair-Elect, State Bank of Cross Plains
One-Stop System Services

We oversee the delivery of workforce services provided by the WorkSmart Network at One-Stop (Job Center) and affiliate service locations in the region. Our counties of service include Columbia, Dane, Dodge, Jefferson, Marquette and Sauk.

The base financial support for our workforce programming and services is provided by the U.S. Department of Labor Workforce Investment Act (WIA) of 1998, with targets to serve unemployed and underemployed adults, dislocated workers and youth.

THE WORKSMART NETWORK
The WorkSmart Network, a team supported by the WDBSCW, is charged with delivering innovative employment and training services and resources to businesses and workforce clients through the One Stop (Job Center) System and our affiliate community and education partner locations across South Central Wisconsin.

The WorkSmart Network continues to use strategies and resources to develop a demand-driven workforce development system for both business and workers in our region. We’re working with the team to advance the WorkSmart Network’s service delivery strategies and reposition service locations to bring vital workforce services closer to neighborhoods.

To help drive the expansion efforts and better serve our region, the Network is comprised of the Dane County School Consortium, Employment and Training Association, Latino Academy of Workforce Development, Madison College, Moraine Park Technical College, Opportunities, Inc. and Urban League of Greater Madison.

PERFORMANCE OUTCOMES
We celebrate the success of meeting and exceeding the standardized performance goals set by the U.S. Department of Labor.

The Federal performance marks for Program Year 2013 (July 1, 2013 through June 30, 2014) for WIA-funded programs serving adults, dislocated workers and youth (in- and out-of-school youth) are reflected in Table 1.

<table>
<thead>
<tr>
<th>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>Met Goal (98.7% of goal)</td>
<td>Met Goal (99.8% of goal)</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Retention Rate</td>
<td>Met Goal (99.7% of goal)</td>
<td>Met Goal (98.4% of goal)</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Six Months Earnings</td>
<td>Exceeded Goal (105.1% of goal)</td>
<td>Met Goal (91.2% of goal)</td>
<td>Not applicable</td>
</tr>
<tr>
<td>Placement into Employment or Education</td>
<td>Not applicable</td>
<td>Not applicable</td>
<td>Exceeded Goal (104.1% of goal)</td>
</tr>
<tr>
<td>Attainment of Degree or Certificate</td>
<td>Not applicable</td>
<td>Not applicable</td>
<td>Exceeded Goal (109.3% of goal)</td>
</tr>
<tr>
<td>Literacy Numeracy Gain</td>
<td>Not applicable</td>
<td>Not applicable</td>
<td>Missed Goal (73.5% of goal)</td>
</tr>
</tbody>
</table>

2013-14 HIGHLIGHTS
- The WorkSmart Network helped 1,834 individuals access workforce services and resources.
- At least 734 WorkSmart Network workforce customers exited the program to employment.
- The WorkSmart Network provided services and assistance to 70 veterans.
- Regional education partners provided skill training to 305 WorkSmart Network workforce customers.
Worker Development and Transition Strategies

For more than 30 years, we’ve been helping thousands of workers across South Central Wisconsin prepare for pathways that lead to high-wage, high-growth careers in industry.

It’s our charge to continue the conversation with businesses to ensure our workforce strategies effectively prepare workers with the technical and employability skills to meet the needs of industry.

RAPID RESPONSE
The Rapid Response program assists companies and workers affected by a business closing or downsizing. We collaborate with workforce partners to coordinate services to help affected workers through the transition to new employment. Information sessions provide guidance on employment resources, training options, career planning services, unemployment insurance, health insurance, financial assistance, among others.

WINDOWS TO WORK PROGRAM
Windows to Work offers help to inmates at the Oakhill Correctional Institution who are about to be released into the South Central Wisconsin Workforce Development Area.

The program assists participants search for and secure employment to ensure successful reintegration into the community after release. Windows to Work is offered in collaboration with the State of Wisconsin Department of Corrections via the Becky Young Recidivism Reduction Appropriation and the Madison Urban Ministry.

MATURE WORKFORCE CAMPAIGN
The Mature Workforce campaign is raising awareness of Wisconsin’s aging workforce dilemma—an issue affecting multiple industries across the region. In collaboration with business and community agencies, we’re working together to explore and develop strategies to recruit, reengage and retain mature workers in a way that’s mutually beneficial for companies and mature workers in our region.

ON-THE-JOB TRAINING
On-the-Job Training (OJT) is a strategy for both workers and businesses. On the worker development side, the OJT strategy helps to transition job seekers to employment by giving the workers a unique training opportunity to develop the needed skills to compete and be productive on the job as a new hire.

I recommend the Windows to Work program to everybody… it teaches you the skills you need to make it in society.
— Travis B., Windows to Work graduate

2013-14 HIGHLIGHTS
- Rapid Response services assisted more than 600 dislocated workers from 12 companies.
- Nearly 60 high-level executives and decision-makers joined the aging workforce conversation at the first-ever Mature Workforce Summit in April 2014.
- Windows to Work served 46 participants; 21 of those participants are now employed full-time in South Central Wisconsin.

When I got into the WorkSmart Network out-of-school youth program, things finally started moving. Everyone went out of their way to help me out.
— Angela B., WorkSmart Network Out-of-School Youth Program participant

When I got into the WorkSmart Network out-of-school youth program, things finally started moving. Everyone went out of their way to help me out.
— Angela B., WorkSmart Network Out-of-School Youth Program participant
Industry-led dialogue and partnerships help guide our workforce strategies to ensure they effectively prepare workers with the technical and employability skills to meet the needs of industry.

We invest in targeted workforce development strategies to better prepare, build and maintain a skilled workforce for the region’s driver industries of healthcare, construction trades, biotechnology, agriculture and manufacturing.

BUSINESS SERVICES
The WorkSmart Network assists us in serving our business clients with short- and long-term workforce needs. Together, we offer businesses a range of workforce development resources and strategies to effectively recruit and hire skilled workers, train and retain incumbent workers, and navigate workforce reductions and transitions to help our region thrive.

SKILLS WISCONSIN
The Skills Wisconsin initiative, a U.S. Department of Labor Workforce Innovation Fund grant project, is helping us transform our business service platform with partnerships and technology to better serve our business clients.

Part of the initiative includes an annual statewide business services summit, Collabor8, which convenes workforce professionals to discuss strategies and solutions for a demand-driven workforce system.

ON-THE-JOB TRAINING
On-the-Job Training is a strategy for businesses to find qualified workers to help grow the business. While it helps transition job seekers into employment and helps them gain the needed skills to compete in the workforce, it also helps employers minimize the costs of training new, permanent employees while seeing increased gains in productivity.

TRADE UP CAMPAIGN
In response to the construction industry’s need for more skilled workers in the region, we collaborated with industry and education partners to develop Trade Up. The outreach campaign features different construction trades career pathways and apprenticeship information for area high school students, parents and educators.

MANUFACTURING CAMPAIGN
We’re helping the manufacturing council in Dodge County respond to a resounding need to develop a pipeline of skilled workers for the manufacturing industry. Plans are underway to launch ManUfacturing, an outreach campaign to promote available career pathways to area high school students, parents and educators.

CLINICAL PASSPORT
We work together with the Health Care Workforce Alliance of South Central-Southwest Wisconsin to standardize the clinical placement process in our region using a web-based clinical passport. The passport allows each student to complete

2013-14 HIGHLIGHTS
- As part of the Skills Wisconsin initiative, the year 2014 marked the go-live of our customized Salesforce platform for better business efficiencies.
- We helped to plan Collabor8, the first statewide business services summit in April 2014, which yielded attendance of more than 200 workforce and business services professionals.
- The Trade Up campaign exposed thousands of students, educators and parents to construction trades careers in the original campaign to 16 Dane County school districts. The campaign is expanding to schools in the northern part of our region in 2014-2015; and, 4 new trades will join the next campaign.

"Looking back, my layoff was a sign that I was in a financially-dead, low-growth career. Now, I’m in a job that I love and it’s everything I could have hoped for.
— Vesna K.
WorkSmart Network Dislocated Worker Program participant, On-the-Job Training participant

This program has really helped me get my good foot forward and keep on going. It gets you ready for everything.
— Anthony L.
FFTT Academy graduate
requirements prior to their clinical start date while helping facilities and colleges reduce duplicative efforts and costs in placement processes.

**MIDDLE COLLEGE**

Middle College is a dual credit career pathway program targeted toward high school juniors who are interested in advancing their education in targeted industry sectors. Students study healthcare or manufacturing career pathway tracks for three semesters at Madison College or Moraine Park Technical College and earn college credits prior to graduation. Local companies partner with us to host Middle College students for paid summer work experiences.

**YOUTH APPRENTICESHIP**

The new Youth Apprenticeship Consortium is advancing our ability to engage businesses in youth workforce development strategies. Last year, 393 students from 37 school districts participated in YA programming. The Consortium is comprised of the WDBSCW, Dane County School Consortium, Jefferson School-to-Work Consortium and Madison Metropolitan School District.

**FOUNDATIONS FOR THE TRADES (FFTT) ACADEMY**

The Foundations for the Trade (FFTT) Academy continues to address the need for a pipeline of skilled workers for the local construction industry. Participants of the FFTT Academy spend 50 percent of their time on a work site gaining field experience and the other 50 percent in the classroom developing industry-demanded skills. The program is offered in collaboration with Construction Training, Inc.’s START Program, Operation Fresh Start, Urban League of Greater Madison and the WorkSmart Network.

**HEALTHCARE ADMINISTRATIVE TRAINING PROGRAM (HATP)**

HATP is for our workforce clients seeking administrative careers pathways in the healthcare industry. This intensive, 12-week healthcare training program infuses relevant classroom curriculum from Madison College with an internship experience. The program is supported in part by WDBSCW, Madison College, United Way, Urban League of Greater Madison, WorkSmart Network and participating healthcare and community organizations.

**LAB ANIMAL CARETAKER TRAINING**

The Lab Animal Caretaker Training Program is offered to prepare workers to serve a just-in-time need from biotechnology companies in the region. The 10-week course prepares participants for a federally-recognized hybrid apprenticeship program and employment as a Laboratory Animal Technician. The training is offered in collaboration with industry employers and Madison College.

**2013-14 HIGHLIGHTS**

- The Clinical Passport project is now active with 3 educational institutions and 5 healthcare facilities to help increase student clinical placement efficiency and better prepare students for their career in healthcare.
- Middle College served 104 students from 25 different school districts; 38 area companies served as summer work site hosts for students.
- The FFTT Academy graduated its third class, equipping 12 new participants with the skills needed to enter the construction industry.
- HATP trained 13 participants for administrative career pathways in healthcare; 11 of the graduates found employment in less than 60 days post program completion.
- The new Lab Animal Caretaker Training Program trained 9 participants for apprenticeships and entry-level positions in the biotechnology industry.
FINANCIAL STATEMENT

The base financial support for our workforce programming and services is provided by the U.S. Department of Labor Workforce Investment Act (WIA) of 1998, with targets to serve unemployed and underemployed adults, dislocated workers and youth. In Program Year 2013 (July 1, 2013 through June 30, 2014), our revenues were $6,264,715 and our expenses were $6,263,768. The breakdown of the expenses is shown below in Table 2.

Table 2
Expenses for Program Year 2013

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services, Adult and Dislocated Workers</td>
<td>$1,761,763*</td>
</tr>
<tr>
<td>National Emergency Grant, On-the Job Training</td>
<td>$32,065</td>
</tr>
<tr>
<td>Management and General</td>
<td>$343,581</td>
</tr>
<tr>
<td>Grant Development and Writing</td>
<td>$34,934</td>
</tr>
<tr>
<td>Disability Employment Initiative</td>
<td>$4,534</td>
</tr>
<tr>
<td>Youth Apprenticeship</td>
<td>$343,089</td>
</tr>
<tr>
<td>Windows to Work Program</td>
<td>$46,199</td>
</tr>
<tr>
<td>Special Response</td>
<td>$299,311</td>
</tr>
<tr>
<td>Program Services, Youth</td>
<td>$1,343,525*</td>
</tr>
<tr>
<td>Project Costs</td>
<td>$88,811</td>
</tr>
<tr>
<td>Skills Wisconsin, Workforce Innovation Fund grant</td>
<td>$1,945,956</td>
</tr>
<tr>
<td>Training costs included in Program Services listed below: $782,650</td>
<td></td>
</tr>
</tbody>
</table>

EXPENSES: $6,263,768

MEET THE WDBSCW TEAM

Erin Bechen
Operations Director

Jackie Hall
Manager of Quality & Communications

Sue Gleason
Project Director, Skills Wisconsin

Seth Lentz
Deputy Director

Tim Morgan
Communications Intern

Danica Nilsestuen
Director of Sector Development & Business Services

Dan Perrine
Project Assistant for Quality & Communications

Tia Rice
Director of Programs

Pat Schramm
CEO/Executive Director

Michael Stluka
Program Assistant

Lameece Tyne
Director of Finance

Alicia Vann
Fiscal Assistant
MOVING FORWARD

While it's important to reflect on the work we've done, we continue to look ahead and identify workforce development challenges and opportunities in our region.

While Program Year 2013 included several new innovations and continued initiatives, we're excited to announce new opportunities to help us move forward and continue our mission.

WIOA

President Obama signed into law the Workforce Innovation and Opportunity Act (WIOA) on July 22, 2014. This bipartisan legislation was created to improve our nation’s workforce development system and help get Americans back to work as quickly as possible. WIOA will streamline the workforce development system, giving the system greater value, creating better coordination within the system and improve strategies to prepare and match job seekers and workers to the skill needs of employers.

WIOA supersedes the Workforce Investment Act of 1998 and marks the first legislative reform to the public workforce system in 15 years. Moving forward, we are preparing for WIOA implementation, which is slated for July 1, 2015.

WISCONSIN FAST FORWARD

Manufacturing Project

In collaboration with 7 local manufacturers, we received a Wisconsin Fast Forward grant award totaling $74,368 to provide resources for incumbent worker manufacturing training to workers of the participating companies. Training will continue through June 2016 with 13 training topics planned.

Construction Trades Project

A second Wisconsin Fast Forward grant award totaling $75,000 will help us and our partners expand offerings for the Foundations for the Trades Academy. The program aims to prepare individuals with training and skills to pursue apprenticeships and careers in the construction trades industry.

Blueprint for Prosperity Project

The Wisconsin Fast Forward Blueprint for Prosperity Project designates resources to projects that provide high school students with market relevant work readiness, and technical skills, optimally leading to industry-recognized certifications in high-demand industries.

Our $150,000 Wisconsin Fast Forward Blueprint for Prosperity grant award will help us drive and expand our Middle College programming to train high school juniors and seniors for manufacturing or healthcare pathways. The project is in partnership with 15 school districts, Madison College and Moraine Park Technical College.