Forging Strategic Partnerships for Economic Growth

Organizational Profile

The Workforce Development Board of South Central Wisconsin is a nonprofit organization that collaborates with businesses and employees in Columbia, Dane, Dodge, Jefferson, Marquette and Sauk counties 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.

Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Company/Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phyllis Wilhelm</td>
<td>Chair</td>
<td>Madison Gas and Electric Company</td>
</tr>
<tr>
<td>Don Madelung</td>
<td>Past Chair</td>
<td>Herzing University</td>
</tr>
<tr>
<td>Jim Cavanaugh</td>
<td>Treasurer</td>
<td>South Central Federation of Labor AFL-CIO</td>
</tr>
<tr>
<td>Richard Hands</td>
<td>Secretary</td>
<td>American Family Insurance</td>
</tr>
<tr>
<td>Jon Bales</td>
<td></td>
<td>Deforest Area School District</td>
</tr>
<tr>
<td>Bob Barker</td>
<td></td>
<td>AGC of Wisconsin</td>
</tr>
<tr>
<td>Dave Boyer</td>
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<td>MCD, Inc</td>
</tr>
<tr>
<td>William Brueggeman</td>
<td></td>
<td>Wisconsin Unemployment Insurance</td>
</tr>
<tr>
<td>Janice Bulterma</td>
<td></td>
<td>University of Wisconsin Hospital and Clinics</td>
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<tr>
<td>Edward Clarke</td>
<td></td>
<td>Madison Area Technical College</td>
</tr>
<tr>
<td>Kevin Clifford</td>
<td></td>
<td>Watertown Daily Times</td>
</tr>
<tr>
<td>Karen Coley</td>
<td></td>
<td>Moraine Park Technical College</td>
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<tr>
<td>Kathy Cromey</td>
<td></td>
<td>Penda Corporation</td>
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<tr>
<td>Nancy Elsing</td>
<td></td>
<td>Elsing Oil Company</td>
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<tr>
<td>Tracy Ezell</td>
<td></td>
<td>Wal-Mart Distribution Center</td>
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<tr>
<td>Dusty Lee F. Gray</td>
<td></td>
<td>Glen Oak Lumber and Milling Inc.</td>
</tr>
<tr>
<td>Liz Green</td>
<td></td>
<td>Dane County Human Services</td>
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<tr>
<td>Randy Guttenberg</td>
<td></td>
<td>Waunakee School District</td>
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<tr>
<td>Karna Hanna</td>
<td></td>
<td>Sauk County Development Corporation</td>
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<tr>
<td>Fred Hebert</td>
<td></td>
<td>Central WI Community Action Council</td>
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<tr>
<td>T. Lindsay Jones</td>
<td></td>
<td>Foremost Buildings, Inc.</td>
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<tr>
<td>Robert Kellerman</td>
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<td>Age Advantage, Inc.</td>
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<tr>
<td>Jon Lalor</td>
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<td>Lalar Brothers LLC</td>
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<td>Alan Langteig</td>
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<td>AMCORE Bank-Baraboo</td>
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<tr>
<td>Barb LeDuc</td>
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<tr>
<td>Jay Loewi</td>
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<td>QTI Group</td>
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<td>Jim Martinez</td>
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<td>United Migrant Opportunity Services</td>
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<tr>
<td>Denise Matyka</td>
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<td>Project Home</td>
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<tr>
<td>Ann Miller</td>
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<tr>
<td>Leslie Mirkin</td>
<td></td>
<td>Division of Vocational Rehabilitation (DVR)</td>
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<tr>
<td>Kurt Muchow</td>
<td></td>
<td>Vierbicher Associates</td>
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<tr>
<td>Bill Orth</td>
<td></td>
<td>Sauk County Human Services</td>
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<tr>
<td>Mary Pasholk</td>
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<td>Wisconsin Job Service</td>
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<tr>
<td>Alfonso Studesville</td>
<td></td>
<td>Just Nails</td>
</tr>
<tr>
<td>Howard Teeter</td>
<td></td>
<td>Anteco Pharma LLC</td>
</tr>
<tr>
<td>Clay Tschillard</td>
<td></td>
<td>Wisconsin NECA-IBEW Electrical Apprenticeship &amp; Training</td>
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From the Chairperson of the Board

We have more resources than ever before but also more challenges—challenges in directing resources for greatest need and impact in our region.

The unprecedented number of dislocations continue to challenge us to respond quickly and direct resources to help these individuals identify career pathways.

Simultaneously, we face the challenge of preparing the workforce for a future which is not clearly defined, and also prepare them to compete in an economy that is constantly being transformed.

But we are meeting those challenges.

We have extraordinary leadership and staff that is masterful in developing innovative programs that have become models recognized nationally.

Our board members also bring valuable experience and knowledge to our organization, as they collaborate to identify solutions that benefit our current and future workforce.

I am proud to serve with this dedicated team and am confident that we have the talent to respond to current challenges and build platforms that will become the foundation work system for the future.

Sincerely,

Phyllis Wilhelm, Chairperson

From the Executive Director

This year has brought new meaning to the word “WE” for me and the Workforce Development Board staff.

In 2009 we were called upon to help with the economic recovery efforts. What this has meant is that our Job Centers served more people than the walls could hold; the staff worked around the clock, tag-teaming on 24 hour schedules, to assist with workers being laid off from 3 shift companies; we organized work teams to respond to flood recovery; and we helped put 341 young people to work in summer jobs that offered essential services to businesses and community organizations within our region.

Everyone stepped up and continues to step up to help because they are experiencing first hand that creating opportunity is the face of recovery.

This year we have all learned how deep we can dig into our own resources and how powerful and effective we are when we deliberately and carefully combine our efforts with our partners.

Thank you to the leadership of the communities that we serve and our partners. We are proud to have the opportunity to serve.

Sincerely,

Pat Schramm, Executive Director
Opportunities to Respond

Recovery Investments

Our region has been fortunate to have the opportunity to tap into new resources to support our region's recovery efforts. While these funds may be temporary, the impact has been profound.

Summer Youth Employment Program

During summer 2009, the Summer Youth Employment Program provided Dane, Jefferson, Dodge, Columbia, Marquette and Sauk county youth with valuable training and employment experiences. From May 1, 2009 through September 30, 2009, the program employed 341 youth participants at 110 work sites in the 6 counties, with funding from the American Recovery and Reinvestment Act.

Rapid Response

In tough economic times, the workforce system coordinated efforts to provide presentations to businesses and workers being affected by workforce reductions. These presentations provided workers with information on services available within their communities to assist them in their time of transition. Presentation topics ranged from childcare to unemployment and have been provided by many of our workforce system partner agencies in several languages. Results from the past year include:

- 59 presentations conducted
- 1,079 workers surveyed
- 28 companies served
- 300% increase over the previous year

Flood Recovery

Following devastating flooding in the six-county South Central Wisconsin region, the Workforce Development Board of South Central Wisconsin received a National Emergency Grant to recruit and employ workers to help with the flood relief efforts. By project completion, the Workforce Development Board helped employ 60 workers at 22 work sites in 3 counties to support projects including park restoration, road repair, data collection, and building rehabilitation.

$4.2 million was dedicated to worker training and re-employment
90,014 job seekers touched a South Central Wisconsin Job Center
3,341 people participated in training or re-employment services
1,079 workers attended a Rapid Response presentation
Increasing Access to System Services

**Job Centers**
In the past year, our workforce system and Job Centers have helped 90,014 people learn about our region’s workforce development opportunities. Through increased offerings and new technologies, like interactive video and portable computer labs, both staff and customers are able to connect to new services from a distance—saving both time and resources. Additionally, the Workplace Skills Centers have increased their offerings to provide basic skill development opportunities in a contextual design at all Job Center locations. Job Center locations include:

- Dane County Job Center
  1819 Aberg Avenue, Madison, WI 53704
- Sauk County Job Center
  522 South Boulevard Baraboo, WI 53913
- Workforce Development Center of Jefferson County
  874 Collins Road, Jefferson, WI 53549

**WorkSmart Access Points**
With support from the U.S. Department of Labor, five new WorkSmart Access Points opened this year, giving job seekers more access to job search resources and tools in their communities. Locations include:

- MATC campuses in Fort Atkinson, Portage, Reedsburg, and Watertown, as well as South Madison Health & Family Center–Harambee

**Disability Navigator**
As part of the One-Stop System, the Disability Program Navigator (DPN) serves as a resource to persons with disabilities, including Social Security Disability Insurance and Supplemental Security Income customers. This year, the DPN assisted 83 disabled individuals seeking employment, skill development, job retention assistance, or career advancement, with many of those returning to the workforce on at least a part-time basis.
Partnering for Economic Growth

We continue to focus on understanding and building workforce solutions that provide “just in time” learning platforms for workers. Our Career Pathway work was expanded by integrating tools funded by the State of Wisconsin Department of Workforce Development Emerging Skills and Sector grants and the WIRED Initiative (Workforce Innovation for Regional Economic Development) and:

- Clinical Health Care training simulators
- Expanded access to the Manufacturing Skills Standard Certification training
- New workforce development strategies for the Biotechnology industry

Career Pathways

The Career Pathways platform continues to expand offerings. Several new training packages were offered this year, including the Manufacturing Skills Standard Certification (MSSC), Welding, CNC Programming, Industrial Maintenance, Dental Assistant, Information Technology for Business and Medical Reception. The cohort model of training has continued to provide a cost efficient method to provide training while providing a supportive environment for students. The system has experienced an increased success rate as well as a greater number of students continuing their engagement in Associate Degree programs.

Emerging Skills Grant

Member companies of BioForward partnered with the University of Wisconsin Small Business Development Center to develop their corporate leaders. These leaders gained essential workforce development skills needed in scaling up their business from the early stage research and development platform.

WIRED

The Workforce Development Board continues its partnership with the South Central Southwest WIRED Initiative, a project designed to support regional talent development. In 2009, the WIRED staff team supported project launches in key areas that will train workers, and expand organizational and collaborative capacity. WIRED ran procurements resulting in 25 unique projects in areas including:

- Advanced Manufacturing
- Health care
- Agriculture
- Youth Career Pathways
- Adult Worker Skills

These projects will provide the region with opportunities to prototype and expand curricula and programs, as well as utilize new technology in the delivery of training.
Raising Awareness

In order to assure that the region’s leadership is informed on workforce issues, the Board has focused educational efforts at both Federal and State leaders.

Wisconsin Workforce Development Association (WWDA) Efforts

The Board is an active member of the Wisconsin Workforce Development Association (WWDA). The WWDA is organized to combine the efforts and expertise of Workforce Development Board Chairs, Chief Executive Staff, and Chief Local Elected Officials from the 11 Wisconsin Workforce Development Areas (“WDAs”) in Wisconsin who are committed to serve job seekers and employers through the development of a strong workforce development system.

2009 Events and Highlights

- State Legislators – Capitol Day – Board organized an 8-member team to educate State legislators.
- South Central Legislators Briefing – May 2009 – Board held follow-up to Capitol Day to brief on region’s recovery efforts.

Partnering with the Joyce Foundation

The Workforce Development Board of South Central continues to be a leader in Career Pathway development. In 2009 the Board partnered to provide leadership to:

- Joyce Foundation Shifting Gears and the State of Wisconsin RISE Initiatives – working to assure the educational and workforce policies support “Career Pathway” development.
- The Workforce Alliance “Skills2Compete” campaign both nationally and for Wisconsin – Skills2Compete is an educational campaign that works to document the need for increased investment in technical skills training for our current and future workforce.

From Don Madelung, Chair of the Legislative Committee

The South Central Workforce Board has worked hard to collaborate our efforts in contacting state and federal legislators’ to educate them on the workforce development needs of the region. We have made great strides in working with the Wisconsin Workforce Association in contacting our State Representatives this past year. We support efforts by The Workforce Alliance (TWA) in Washington, D.C. that advocate for the Workforce Boards throughout the country. Your local board executive and members of the board have also taken trips to Washington to meet with our congressional representatives to educate them to support the local efforts we are making to support the many facets of our Workforce Board efforts here at home.

We need everyone to be an advocate for these efforts and make sure the message gets to our decision makers that funds are needed to impact the lives of our constituents here in Wisconsin.
Looking Forward

Investments for the Future

It is essential that the Board keep our eye on the future workforce needs in 2010. We will strategically focus our financial investment to assure that our workforce is technically skilled to support the region’s future business development needs.

2010 Initiatives

Center for Adult Learners: Collaboration with Madison Area Technical College and our Job Center Partners
The objectives of the College for Adult Learners are to design and implement a new system of education and training of adult learners independent from the overburdened systems of the college; to create an adult-friendly pathway based on adult education theories and utilizing best practice in adult education techniques; and to serve as a national model using Workforce Investment Act (WIA) funds to stimulate community college capacity.

Technical Education Academy: Preparing Our Young People to Step Up
Collaboration with the region’s High Schools, Department of Public Instruction, Wisconsin Technical College System, Madison Area and Moraine Park Technical Colleges.
We know that there are many young people in high school today who are shutting down on the high school experience because they do not see the relevance of the instructional content.
• What if a high school junior was given an opportunity to begin studying in an occupational area that excited them?
• What if this opportunity was coupled with a work engagement with a sponsoring company doing business in the career track?

In 2010, the Workforce Development Board of South Central Partners will be identifying 3-4 school districts committed to finding a solution.
Forging Strategic Partnerships for Economic Growth

Financial and Performance Highlights

**Fiscal Year 2009 Revenues**

<table>
<thead>
<tr>
<th>Revenue Source</th>
<th>Amount</th>
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<tr>
<td>GOVERNMENT GRANTS</td>
<td>$4,266,498</td>
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<tr>
<td>OTHER REVENUE</td>
<td>$782</td>
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<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$4,267,280</strong></td>
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**Fiscal Year 2009 Expenses**

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<thead>
<tr>
<th>Expense Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>PROGRAM SERVICES</td>
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<tr>
<td>ADULT AND DISLOCATED WORKER SERVICES</td>
<td>$1,480,226</td>
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<tr>
<td>YOUTH ACTIVITIES</td>
<td>$764,220</td>
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<tr>
<td>OTHER INITIATIVES</td>
<td>$486,559</td>
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<tr>
<td>TRAINING</td>
<td>$1,028,410</td>
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<tr>
<td>TECHNOLOGY AND COMMUNICATION</td>
<td>$200,239</td>
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<tr>
<td>SUPPORTING ACTIVITIES</td>
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<tr>
<td>MANAGEMENT AND GENERAL</td>
<td>$288,524</td>
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<tr>
<td>GRANT WRITING AND FUNDRAISING</td>
<td>$20,700</td>
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<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$4,268,878</strong></td>
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**Fiscal Year 2009 Funding Allocation**

<table>
<thead>
<tr>
<th>Allocation Category</th>
<th>% of Total</th>
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<tr>
<td>Job Center Operations</td>
<td>34.7%</td>
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<tr>
<td>Management and General</td>
<td>6.7%</td>
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<tr>
<td>Technology and Communication</td>
<td>4.7%</td>
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<td>Training</td>
<td>24.1%</td>
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<tr>
<td>Other initiatives</td>
<td>11.4%</td>
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<tr>
<td>Grant Writing and Fundraising</td>
<td>0.5%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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**Program Year 2008 Scorecard for Workforce Investment Act (Our Core Business)**

**Customers Served in Program Year 2008***

<table>
<thead>
<tr>
<th>Program</th>
<th>Number of Participants</th>
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</thead>
<tbody>
<tr>
<td>ADULTS</td>
<td>474</td>
</tr>
<tr>
<td>DISLOCATED WORKERS</td>
<td>1,187</td>
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<tr>
<td>YOUTH</td>
<td>392</td>
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<td><strong>TOTAL PARTICIPANTS</strong></td>
<td><strong>2,053</strong></td>
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**Performance Measures Met or Exceeded in Program Year 2008***

<table>
<thead>
<tr>
<th>Measure</th>
<th>Met/Exceeded</th>
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<tr>
<td>Adult Entered Employment Rate</td>
<td>Met/Exceeded</td>
</tr>
<tr>
<td>Adult Retention Rate</td>
<td>Met/Exceeded</td>
</tr>
<tr>
<td>Adult Six Months Earnings</td>
<td>Met/Exceeded</td>
</tr>
<tr>
<td>Adult Employment and Credential Attainment Rate</td>
<td>Met/Exceeded</td>
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</tbody>
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* Program Year 2008 ran from 7/1/08—6/30/09
Behind the Scenes

Working to Make A Difference

Workforce Development Board Staff

Pat Schramm  
Executive Director

Seth Lentz  
Deputy Director

John Gromnicki  
Accountant

Erin Legro  
Operations Manager

Victoria Harmon  
Field Operations Manager

Jackie Rinzel  
Operations Assistant–Communications

Martha Siebers  
Operations Analyst

Paul McEvilly  
Fiscal Assistant
Forging Strategic Partnerships for Economic Growth

Industry Partnership

The South Central Workforce Development area has been working since 1998 to bring together leading stakeholders to build and pursue a strategic vision for workforce development in the region. Our partners, including over 50 regional businesses, are investing together to build resources to support the workforce preparation and development for all residents of the region.

In 2009, we continued to facilitate firms' coming together to identify training needs and workforce development resources in our region. Our strategies focused on:

• Improving employee recruitment and retention
• Providing an on-going forum for information sharing and strategic discussion
• Continuing to conduct timely research on economic and industry trends critical to the region
• Working to create a population of workers with skills based on industry needs ready for industry recruitment and/or advancement

Such work requires a shared vision, and a stronger role from the region’s leading employers in implementing these strategies. We invite you to join us as we continue to invest in our region. Please contact us for more about the Industry Partnership.

Strategic Partnerships

AFL-CIO Labor, Education & Training Center
Age AdvantAge, Inc.
CAP Services, Inc.
Center on Wisconsin Strategy
Central Wisconsin Community Action Council
CESA #5
Columbia County Economic Development Corporation
Dane County Schools Consortium
Departments of Human Services in Dane, Dodge, Jefferson, Marquette and Sauk Counties
Employment and Training Association
Experience Works
Greater Madison Chamber of Commerce
Jefferson County Economic Development Consortium
Jefferson County Human Resource Management Association
Jefferson County Literacy Council
Job Centers in Dane, Jefferson and Sauk Counties
Madison Area Technical College
Moraine Park Technical College
Operation Fresh Start
Opportunities, Inc.
Renewal Unlimited
Sauk County Development Corporation
Southwest Workforce Development Board
Thrive
United Migrant Opportunity Services
University of Wisconsin Small Business Development Center
U.S. Department of Labor ETA-Region V
WC Connection - Dane County Superintendents
Wisconsin Department of Commerce
Wisconsin Department of Veteran Affairs
Wisconsin Department of Workforce Development, including the Divisions of Unemployment Insurance, Vocational Rehabilitation and Workforce Solutions
Wisconsin Job Service
Workforce Connections, Inc.
YWCA