

Youth Committee Meeting

**Randy Guttenberg, Chair—Youth
Laura Cataldo, Chair-Elect
Francis Langer, Secretary**

**Michelle Eilbes, Jim Falco, Alex Fralin, Fred Hebert, Rich Hands, Chuck Klein,
Pam Korth, John Lalor, Nick Lampone, Melissa Montey, Charles Poches,
Lisa Pollard, Elizabeth Roddy, Ed White, Calvin White Eagle**

**September 10, 2019
11:00 a.m. to 1:00 p.m.**

**Madison College
1701 Wright Street
Madison, WI 53704-2599
Room D1630C**

Members Present: Randy Guttenberg, Chair; Michelle Eilbes, Jim Falco, Pam Korth, John Lalor, Melissa Montey, Elizabeth Roddy, Ed White

Via Phone: Francis Langer, Chuck Klein, Charles Poches, Lisa Pollard

Staff Present: Seth Lentz, Lameece Tyne, Jackie Hall, Kim Larson, Alex Maves, Chris Ziegel

Guests Present: Melissa Sanchez-Cruz, Debbie Schmidt, Chan Stroman, Del Underbakke

Agenda Item 1 – Welcome and Introductions

Guttenberg called the meeting to order at 11:04 a.m. and welcomed everyone. Everyone introduced themselves.

Agenda Item 2 – Review and Approval of the May 9, 2019 Youth Committee Minutes

Guttenberg asked for a motion to approve the May 9, 2019 Youth Committee minutes as presented. White moved to approve the motion as presented. Lalor offered a second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 3 – Updates on Grants, Monitoring, and Events

Lentz started with the Youth Apprenticeship grant, a consortium involving Madison Metropolitan School District, Jefferson County Schools, and Dane County School Consortium. The contract for our region amounts to \$437,400 to serve 486 Youth individuals, 126 of which are continuing in the Youth Apprenticeship program and the remaining 360 coming in as new Youth Apprentices. The preliminary



award came in June and was for a portion of the requested amount as the state did not have the resources to fully-fund the request. The Department of Workforce Development made a request with the state legislature for residual Fast Forward grant funds which was approved in August 2019 and redirected to support Youth Apprenticeship. This was approved and all Youth Apprenticeship cohorts were fully-funded. Funds average around \$900 per youth served.

The Independent Living grant is a 15-county collaborative project involving two (2) other workforce development boards and is targeted at youth transitioning out of foster care. We received the letter of intent from the Department of Children and Families to renew for \$340,000 per year and the award is a five- (5-) year contract. Monitoring on the IL grant occurred over the summer which incorporated staff from all three (3) workforce boards, a panel presentation from staff giving an overview of the collaboration, and a participant engagement session, along with file and data review. We haven't received the report as of yet however DCF seemed happy overall with the visit.

We have received the Rapid Response Allotment grant from the Department of Workforce Development, which is used for engagement with businesses impacted by downsizing or closing. The allocation received amounts to \$94,062 which is up about \$8,500 from the prior annual allocation.

The ShopKo Dislocation grant of \$100,000 involved aggressive outreach to affected ShopKo employees throughout the region, including social media advertising and industry engagement opportunities. The outreach aligned well with our STEPs pilot program and brought youth into the collaborative for mock interviews and résumé preparation.

Our work with the Apprenticeship Expansion grant focuses on connecting Youth Apprenticeship to Registered Apprenticeship. Apprenticeship Expansion grant one (1) is winding down and we are actively working with the Bureau of Apprenticeship Standards (BAS) on grants two (2) and three (3). The efforts reinforce the use of apprenticeship as a workforce development strategy and also supports youth apprenticeship to bridge into adult apprenticeship opportunities.

Lalor inquired on the Independent Living grant, specifically the numbers we're working with. Lentz mentions Larson will present more details later on in the meeting. Falco inquired if the Independent Living grant is for \$340,000 per year for five (5) years or if the amount is to be spread over the five (5) years. Lentz stated the allocation is \$340,000 per year for five (5) years.

Agenda Item 4 – Early Youth Model Implementation Update

Lentz mentioned limited youth resource availability, school environments and relationships, and the higher costs associated with continuing the Middle College design had us reevaluated the model and implement a new format using lessons learned from Youth Apprenticeship, Independent Living, and Middle College. The new STEPS collaborative is a workforce academy targeted toward engagement and preparation of youth and young adult individuals.



Larson explained STEPS is a ten- (10-) day youth career services academy spanning over a three (3) week period comprised of five (5) hour days. The academy attended the Interview Insider event, giving participants a chance to interview with UW Health and Exact Sciences. Staff from the WorkSmart network helped to collaborate mock interviews and application-ready resumes for participant preparation. All seven (7) STEPS participants and an Independent Living participant attended the event.

The academy provided participants help with application-ready résumés, elevator speech for introductions, and improved communication tactics to inform employers what they desire for employment. The academy consisted of six (6) seniors in high-school and a recent high school graduate from Deforest. One (1) participant had an interview on the spot at the Interview Insider event and is now employed. All seven (7) participants have complete Job Center of Wisconsin profiles with five (5) participants WIOA enrolled and two (2) are participating in the Independent Living program. The high school graduate from Deforest is working on getting enrolled with OSY and entering the Strive program for pre-apprenticeship at Operation Fresh Start as their interests are in the trades rather than college coursework or direct employment.

Our next round of planning for the STEPS academy will focus on different locations and time schedules with school now in session, in addition to discussion around partnerships. Dane County School Consortium came in to dialogue about youth apprenticeship, the Dane County Job Center provided staff to talk about Job Center of Wisconsin and help with conducting mock interviews and résumés, Summit Credit Union came in to talk about financial literacy and help with personal budgets and credit inquiries, Common Wealth Development youth program staff came to present on soft skills and how to improve them, Community Action Coalition for South Central Wisconsin came in for to speak on smart renting such as obtaining documentation; things to know about finding an apt; and renters laws, Madison college staff came to talk about career pathways as a next step, and Operation Fresh Start staff came in to talk about the legacy program for high school completion and the strive program for post graduates.

STEPS will offer a part two (2) of the academy which is planned for the upcoming spring semester that will focus on steps to be taken after high school such as housing components and work-and-learn strategies such as pre-apprenticeship or the strive program. The second part of the academy will be eligible for anyone who finished STEPS part one (1).

Falco inquired if all youth from Dane county is eligible and any future plans to roll out through Jefferson or other surrounding counties. Larson confirmed on both. Lentz added that this academy was built on prior experiences and partners which we actively work with, emphasizing an importance to recognize all the collaboration provided to bring these individuals together. Our current focus is capitalizing on employment opportunities and getting connected to youth earlier, providing employment experience prior to the transition into adulthood.

Lalor requested addressing any obstacles with the academy and collaboration such as recruitment which was a prior concern, specifically foster care recruitment. Larson noted that Dane County does provide us listings of youth who are in-care within the county which there are about 30 individuals over the age of sixteen. About seventeen youth in Dane County are released from in-care each year and just



over 30 individuals are eligible for potential recruitment. Our initiatives for youth co-enrollment focus on getting more youth into apprenticeship.

Lalor mentioned the Middle College program had an issue with recruitment and inquired if are we running into the same issues for STEPS. Lentz noted the intent is to have STEPS be a collaborative structure to engage various programs and not be fully exclusive to WIOA. We would strive for co-enrollment amongst programs with hope that we have participants from WIOA in- and out-of-school youth and Independent Living programs being referred and participate. Larson added a large barrier is transportation for these individuals which we are actively working with the schools for potential meeting locations on future academies.

Lalor inquired on development of a marketing strategy. Larson noted marketing for this first academy was flyer-based and further initiatives are in development. Roddy mentioned ten (10) days a large commitment and inquired on participant motivation. Larson reflected that self- and parental-motivation were the largest factors; young individuals see the value. The Interview Insider event, which provided the guarantee to meet employers, the job fair, and great staff keeping energy high provided additional motivation. Lentz added the individuals performed well at the interviews and the confidence build witnessed. Provided testimonials will help to ensure future recruitment. We are hopeful that the additional motivation will be employment opportunities and experience as well as support network building.

Agenda Item 5 – Start Strategic Planning

Lentz reflected on a publication released by the Department of Labor titled [*A Call to Action for Workforce Development Boards*](#) which provides an outlines of the expectations for a workforce development board and the importance of the collaboration of the system and the state with their respective workforce boards. This publication helps provide a framework going into strategic planning.

Our strategic planning helps to develop our local plan which is a requirement under WIOA. The state sets out a plan and the local boards then develop plans that align with the state plan. This process is completed every four (4) years with check-ins every two (2) years.

We did a check-in last year and deemed our local plan suitable for the region. Revisions to a local plan may be needed for failed performance, significant economic shifts, service delivery shifts, or dramatic financial shifts. None of these applied last year during the check-in and our goals and strategies appeared appropriate. Guidance is still forthcoming from the state, but we want to make sure we're ahead of the game. Once we receive guidance, we can refine and adjust languages or strategies to adhere to the state's plan.

Hall presented the federal scorecard on youth program year 2018. We are accountable for three (3) metrics under the youth program with an upcoming fourth metric currently in its baseline year. We exceeded all federal measures which includes in-school youth (ISY) and out-of-school youth (OSY) for a total served of about 206. Program year 2017 had a total served of about 76 youth participants



accounting for the change in measurements year-over-year and we're still doing well getting youth employed or engaged with post-secondary education.

White inquired on the decline from program year 2017 for Q2 Employment and Education. Hall stated we exceeded the federal goals set for last year as well as this year and our participation volume tripled year-over-year. Lentz added performance indicators were negotiated down based on historic data.

Hall continued with comparison of all Wisconsin's workforce development boards on federal metrics. Our region (WDA 10) places second in volume for the state with a total of 285 youth participants. Employ Milwaukee accounts for the largest area serving a total of 440 youth participants. Bay Area comes in third serving around 250 youth participants. Lentz added the financials also align with participation volume in that we receive the second largest portion of the grant when allocated out by the state.

Hall moved onto the youth participation metrics for program year 2018. 301 youth participants were served from July 1, 2018 to June 30, 2019 with 85 of them receiving in-school youth services, 138 of them receiving out-of-school youth training services through the technical colleges; short-term academies; or community-based offerings such as WRTP/Big Step; Madison Urban Ministry; or pre-apprenticeship, and 78 of them receiving out-of-school youth career services. 160 youth participants were continuing services from the prior program year (2017) with 138 newly enrolled. 173 youth participants were exited from the program into post-secondary education or employment.

Hall proceeded with a sampling of 95 youth participants and their reported outcomes. Median wages at the time of exit from the program amounts to \$12.00 per hour which is \$1.00 more per hour compared to the prior year. Q4 hourly wage for ISY averages to \$15.00 per hour, an increase of \$2.00 per hour year-over-year, with OSY averaging \$13.00 per hour, no change year-over-year. Lentz added that earnings information is reported from staff engaging with these youth participants and the importance of staff maintaining these positive relationships. We are continuously looking for and finding creative strategies for maintaining relevance, engagements, and positive outcomes.

Lalor requested additional follow-up on the difference in pay rate between in-school youth and out-of-school youth pertaining to Q4 employment.

Lentz clarified that we will only be able to report based on information collected from individuals as the state data to generate this performance is only accessible in aggregate. We will look into the data to see if we can send adequate information to share.

Hall moved into the youth apprenticeship program which is funded through a grant received from the Department of Workforce Development and the Bureau of Apprenticeship Standards. We collaborated with Dane County School Consortium, Madison Metropolitan School District, and the Jefferson County School district to serve 494 youth in program year 2018, either as juniors or seniors completing their one-or-two-year track in youth apprenticeship. Year-over-year we have more youth engaged with an

average wage of about \$10.40 an hour going into industries such as healthcare, agriculture, and construction.

Lalor mentioned CESA Five (5) handles apprenticeship for Columbia, Marquette, and Sauk counties and inquired if there would be any upcoming collaboration between WDBSCW and CESA Five (5). Tyne stated CESA Five (5) has their own youth apprenticeship grant. Lentz added that youth apprenticeship is a significant alignment opportunity for business and industry. With the workforce limitations, our business community is trying to find connections to this population. Diversity in the workforce is increasing and an advantage for businesses. The concept and design are great and our focus now is how to expand the program. Korth inquired on future plans for Dodge County. Lentz noted CESA Six (6) provides youth apprenticeship for Dodge County. If we're looking to bring programming to these areas, we would need to collaborate with them.

Guttenberg mentioned about five (5) or six (6) years ago when we started with youth apprenticeship, there was a lot of discussion as far as who writes the grants, who writes their own, or what's the value of consortium. The city of Madison and Dane County kept to their own whereas county regions utilized programs such as CESA Five (5) or Six (6). There were a lot of regional differences with each program on how they operate and their respective grant structures.

Korth noted the pursuit would open up a lot of opportunity for collaboration with the similarities in construction and agriculture, and requested we look more into engaging businesses to figure out issues like what we can do better or what we can pass on. White added manufacturing is afraid of the liability associated with youth apprenticeship and the misconception of the program. Hall mentioned further investigation into outcomes for the regions and industries outside of our collaborative. Lentz added this has been a foundation for years with our industry partnership collaborations which our Business Services Director, Danica Nilsestuen, is heavily engaged with.

Roddy noted employers do not understand the boundaries such as regional limitations. Individuals are willing to travel for their career, and collaboration with different areas will help to achieve a bigger pool of individuals. Guttenberg added there may not always be coordination with the grant resources, but the referral system between the region's schools, such as Dane County School Consortium, Madison Metropolitan School District, and the Waunakee School District works excellent.

Larson moved into the Independent Living grant which comes from the Department of Children and Families to help support youth aging out of foster care and their transition into adulthood. Metrics are tracked in aspects of education, employment, housing, health & wellbeing, and connections for further advancements.

Program year 2018 had a total of 55 unduplicated engagements within our six- (6-) county region, which included support to seven (7) individuals in their postsecondary educational needs. Participants are eligible for \$5,000 every school year until they turn 23 years of age. The majority of funding is spent to cover housing, such as rent or security deposits, and tuition. 16 individuals received supportive services funds for rent, security deposits, beds, and small appliances. About \$20,700 was spent for postsecondary



education on the seven (7) individuals, about \$19,000 spent on the 16 individuals who received supportive services.

Lentz noted it is important to remember these are non-WIOA funds. There is other help to these individuals, such as Pell grants. Larson mentioned the seven (7) individuals received support prior to the beginning of the new program year (July 1, 2019) and with the addition of an Independent Living program staff, we already have enrolled an additional 13 participants since then, almost doubling our intake from program year 2018. Our current initiative is to get individuals enrolled from Independent Living co-enrolled into WIOA and other opportunities.

Lentz proceeded to loop back into strategic planning. We're looking for any feedback for our goals and strategies. If something seems out of line, we want to hear about it. The vision was outlined in 2016 and a check-in performed in September 2018 which led into the importance of the talent pipeline and youth engagements. Principles were the core to guide organizational efforts.

Falco inquired if the Department of Workforce Development has their own vision in addition to the state's plan, and if our local vision aligns with it. Lentz noted each board has its own vision and mission statement. WDBs take the state's overall vision for WIOA and create their own respective local plan. The state approves each board's local plan. We await their guidance on specifics such as strategy relations, target audiences, and required engagements. Until guidance is received, we will look at our current local plan and evaluate any areas that we feel can be improved upon.

Goal one (1) focuses on the Talent Development System to provide the opportunities to workers and businesses to be viable and achieve self-sufficiency. We've expanded the Career Pathway framework to incorporate youth apprenticeship, pre-apprenticeship, and bridge work with the college, as the driver.

Goal two (2) focuses on flexibility, recognizing the need for a system that responds to industry trends. Rapid response efforts align with this goal and how we can be more proactive to industries on the decline; pushing for creativity.

Goal three (3) focuses on the one-stop collaboration for being responsive to our economic development opportunities. Technology will continue to be a driving force and the State is realizing this. We need to capitalize on relationships and opening up more areas for participants to access our services.

Goal four (4) focuses on sharing our outcomes and results to ensure improvement and recognizing where we don't have data and establishing a system to attain the data.

Goal five (5) is maintaining an effective board. We need to have an informed and engaged board, support board development in the work, and seek members that can contribute to, participate on, and bring additional insight into the work. Prior initiatives include working on partnering new board members up with veteran members to help introduce our processes, rolling membership terms to help achieve collaboration, and bringing in presenters to help keep the board engaged and informed.



Lalor noted this strategic planning phase looks to incorporate incremental changes with the program process rather than introducing any new drastic plans. Lentz mentioned there are no foreseeable major changes with the state's plan. We want to refine the process to make it best for everyone. There doesn't appear to be any large shifts in the economy currently and we will continue to try and pilot new processes as any new changes or shifts arise.

Agenda Item 6 – Adjournment

With no additional business for the committee, Guttenberg motioned to adjourn at 12:57 p.m.

Adjourned: 12:57 p.m.

Respectfully Submitted:

Francis Langer
Board Secretary
Workforce Development Board of South Central Wisconsin, Inc.

Attachment for Board Records:

- Minutes from May 9, 2019
- Youth PowerPoint
- Strategic Planning Timeline 2019-2020
- WDBSCW Goals Worksheet

