

Local Elected Officials Meeting

Russell Kottke, Chair
Vern Gove
Joe Parisi
Bob Miller
Jim Schroeder
Peter Vedro

September 11, 2019
8:30 a.m. to 10:00 a.m.

Workforce Development Board
3513 Anderson Street, Suite 104
Madison, WI 53704-2607

Members Present: Russell Kottke, Chair; Vern Gove, Joe Parisi, Peter Vedro

Staff Present: Seth Lentz, Lameece Tyne, Chris Ziegel

Guests Present: Jeff Kostelac

Agenda Item 1 – Welcome & Introductions

Kottke called the meeting to order at 8:25 a.m. and welcomed everyone.

Agenda Item 2 – Review & Approval of the September 5, 2018 Meeting Minutes

Kottke asked for a motion to approve the minutes of the September 5, 2018 Local Elected Officials meeting as presented. Vedro moved to approve the minutes as presented. Parisi offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 3 – Review & Approval for Workforce Innovation and Opportunity Program 2019

• WIOA Funded Services and Budget

Lentz began with grant revenue decreasing this year compared to last due to WIOA cuts on allocations. Grants are working through submission and should help increase allocations. Total revenue for program year 2019 amounts to \$5,626,609 with last year totaling around \$6,500,000.

Vedro inquired on the significance of the carryover from program year 2018. Lentz mentioned the grants are based on a two- (2-)year allocation. The carryover is the portion that is meant to cover the second year. Grants also have different valid grant periods, some based on calendar year, some on federal year, or some based on the date of signature, causing a few grants to cross over program years.



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Tyne added carryover alleviates any decrease in potential funding that may happen to a grant upon renewal.

Similar to previous years, our core allocation funds were reduced by 10% which slightly affected contracting and our service model which helps to reinforce the need to diversify fund sources that align with our work. The focus of resources is utilized by subcontracts given out to service providers for staff to align with public needs. Resources set aside for training, support services, work experience, and preapprenticeship.

The Rapid Response Additional Assistance grant received from the state to engage dislocated retail workers was utilized with the pursuit of affected individuals by the closures of ShopKo's throughout our region, in addition to outreach of other retail workers impacted. We are working toward requesting additional training & supportive services resources to continue to aid affected dislocated retail workers.

Parisi inquired if the transition for affected retail workers who are dislocated is a lateral shift. Lentz noted local analysis performed on growing occupations related to the transferrable skills attained through retail work, and the workshops we've organized through webinars and in-person events. WIOA participants are seeing an advancement with job placement, however participation at these events are typically low.

Parisi inquired if individuals are staying within the retail industry upon dislocation. Lentz confirmed and commented the age spectrum of individuals affected range from high school students, all the way up to retirees. The grant was created to remove barriers for individuals to get into training for the needs of the local economy. Exact Sciences and UW Health were performing on-the-spot interviews for employment but the participation was lower than expected. Workers appear to stay within the retail industry for the options of life flexibility with kids, school, and/or availability despite the lower wages.

Parisi requested confirmation about supportive services for individuals in transition. Lentz confirmed we offer supportive services for individuals during the transition, prior to the dislocation when possible, and after transition into new employment. Enrollment into the program is required and we strive to get all individuals who are interested enrolled as early as we can. We collaborate with the Department of Workforce Development's Unemployment Insurance division to send out mailers to affected individuals applying for unemployment insurance benefits explaining the benefits of their transferrable skills and the supportive services we offer available to them. We performed a few other techniques for outreach including social media and bus advertisements, however the mailers were providing the most feedback.

The Youth Apprenticeship grant was partially-funded in June due to budget restraints. The state went back to request additional funding and we received full funding in October totaling \$437,400 that will be utilized to serve 486 youth apprentices in our region.

The Independent Living grant is supplied for youth aging out of foster care and amounts to \$340,000 per year under a five- (5-) year commitment.



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The Apprenticeship Expansion grant 2 (two) and 3 (three) are not included in revenue as we have not received them yet. We held the Apprenticeship Expansion grant 1 (one) last year at about \$300,000 and received communication we were the primary deliverer of outcomes from it. The state is working on finalizing these grants and we expect to receive these in the near future.

Parisi inquired if the grant is to support pre-apprenticeship work. Lentz mentioned it is for pre-apprenticeship as well as the transition into registered apprenticeship. We're working with Big Step/WRTP, Urban League, and OFS hoping to take pre-apprenticeships and introduce them into other regions. Parisi suggested contact with Winnie Karanja, Founder and Executive Director of Maydm for potential collaboration. Lentz moved into planned and actual WIOA program service levels for the prior and current program years. Outreach and career planning look for new ways to find relevance to workers.

Parisi inquired on the specifics of recruitment and outreach. Lentz mentioned organizing job fairs, presence in the job centers, hosting Rapid Response events, and presentations at company's when applicable; collaborations with community-based partners such as local libraries, Urban League, and the technical colleges; and having staff be available to advocate and promote the other job center system services and programs such as FoodShare or Medicare in addition to WIOA services.

Parisi specified resident assistants in healthcare working \$12-\$13 per hour positions that demand flexible and prolonged hours. Those with barriers are unable to move up into career field as a certified nursing assistant or resident nurse. Parisi went on to inquire if there are any applicable programs appealing toward these individuals.

Lentz cited UW Health organized a registered apprenticeship program to help support and prepare individuals for transition into higher career paths for healthcare. Accessibility is a challenge with time commitment and online access. Even with these barriers addressed, online participation requires dedication and focus which many are not prepared for. Businesses are realizing the skilled performance shortage affects them to a higher degree than anticipated. We need to be more proactive on determining industries and business on the decline and how can we work with them.

Vedro inquired on the displacement of employed with the advancement of automation in the coming years and recommended consideration of increased availability of life skills education within the school curriculum. Lentz agreed this will be a challenge in the coming years more so than it has been in prior years and provided assurance of continual work with economic development, business, and education partners. We are a part of the solution and will continue to be involved in engagements for locating solutions to these ongoing challenges.

- **Performance Standards for Program Year 2019**

Lentz continued with the participant activity for program year 2018. There were 735 total Adult and Dislocated Worker program participants served with 471 exits to employment. Of the 735 total



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participants served, 398 received WIOA career services, 337 received WIOA training services, and 263 received WIOA supportive services.

The Youth program activity provided 138 enrollments with 301 total participants served which includes technical college and pre-apprenticeship individuals. Of the 301 participants served, 85 received WIOA ISY services, 138 received 138 OSY training services, and 78 received OSY careers services.

Vedro commented that foster care and individuals exiting from foster care were priorities in prior years and inquired if these are still priorities. Lentz detailed the Independent Living program that we administer is structured around youth aging out of foster care or youth who have already aged out of foster care, and our initiative to have these individuals co-enrolled into WIOA for additional training and supportive services.

- **Federal Performance Scorecard for Program Year 2018**

Lentz proceeded to the federal scorecard. We exceeded all negotiated level goals for the Dislocated Worker and Youth programs, and exceeded three (3) of the four (4) goals for the Adult program. Parisi inquired on how those metrics are set. Lentz mentioned the state negotiates with the Department of Labor on how the full state metrics will work. Once negotiated, they move to the local level and negotiate the metrics with each respective board. The state will review the local history and conditions of the area and expect continuous improvement each year. If there is a shift or change in the region, the state will adjust metrics accordingly.

The state is still in the process of implementing their regression formula mentioned in last year's meeting, which could provide additional complexity with goal attainment as goals will be based on the challenges of the local region. We continue to serve a diverse, barriered population and still achieve significant outcomes for participants. The south-central and southeast regions of the state continue to provide the largest impact of the economy to the state and the state will continue to support further initiatives in this area.

- **One-Stop Operator Certification**

Lentz briefed on the positive monitoring performed for the One-Stop Operator position and certification. No changes have been made to the collaboration or support of the role in the system.

- **Dane, Jefferson, and Sauk County Job Center Certifications**

Review and monitoring done internally and by the Department of Workforce Development this year, both of which went very well and reinforce continued use of the three job center locations as our primary service locations in addition to our other efforts and community contact locations utilized to provide services to individuals barriered by transportation limitation.

Agenda Item 4 – Update on Department of Labor Monitoring



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Lentz moved to monitoring on the Apprenticeship Expansion grant by the Department of Labor. DOL came onsite to monitor both the state and us at a local level, which involved touring and meeting with Operation Fresh Start, engagements with Urban League, and a tour of the carpenter's training center owned and operated by WRTP/Big Step, providing them the chance to speak with registered apprentices from Findorff. No report has been released yet but the state is coming in to do additional monitoring in the next few weeks.

We were able to train 62 pre-apprentices. 35 of whom moved onto registered apprentice work which accounts for two thirds (2/3) of the state's performance. Our priority is pushing for continued expansion with a focus on biotechnology, healthcare, and information technology and a target audience of minorities, women, and people of color to get a more diverse workforce into pre-apprenticeship and registered apprenticeship. Industry is recognizing their need for direct training.

Agenda Item 5 – Board Member Appointment and Re-Appointment for 2020

Lentz moved into board member appointments and re-appointments. Lentz provided summary of members and their respective designations which had been provided to each LEO prior for consideration. Marquette County will see the reappointment of John Lalor. Dane County will see the reappointment of Dave Branson, David Phillips, and Marcia Christiansen. In addition, MMSD is recommending Mike Hernandez with his history in the Career Pathways initiative as a replacement for Alex Fralin who is departing with MMSD. We will be sending out emails for written confirmation of board member appointments and re-appointments.

Gove inquired on the governing body for board monitoring. Lentz mentioned the Department of Workforce Development confirms that the criteria for board membership complies with the state and local plan requirements and this process is a part of validating board representation.

Agenda Item 6 – Update on WDB Related Planning

- *Strategic Planning Timeline*

Lentz provided an overview of the WIOA guidelines and the requirements of the state to administer a state plan and the local regions to develop a local plan that aligns with the state plan. The state plan going into 2020 has not been issued out yet. We do not foresee any drastic changes since their last state plan and we're not going to wait for their guidance to start the process, as we can adjust the details of our local plan once the state has given their guidance. We did a check-in on our local plan in 2018 however we will need to enact a new one going into 2020. This is also a procurement year for us, so if we need to make any adjustments to procurement, this is a perfect time to do so with the alignment of updating the local plan.

- *Local WIOA Plan*



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Our November meetings of the committees will focus on labor market information, service strategies, and alignments. We're looking to frame up approval for procurement(s) in February to issue out in March. This will lead into the local plan submission and initiation of contracts for the new program year starting July 1, 2020.

DOL came out with a publication summarizing their expectations of local workforce development boards titled, [*A Call to Action for Workforce Development Boards*](#) that is helpful in communicating out what we as a workforce development board do, and is a great foundation piece for our local plan.

Vedro inquired if we have any partnership alliance with the Wisconsin Counties Association (WCA) or the Forward Analytics group that provides state and local policymakers with nonpartisan analysis of issues affected the state. Lentz stated no formal partnership is in effect though it will be helpful to collaborate with them if they collect local data for use and noted the information for follow-up.

- *Memorandum of Understanding (MOU)*

Lentz proceeded into the Memorandum of Understanding as documentation which details the collaboration with local partners agreeing to strategies and roles, as well as any shared financial components such as infrastructure or staffing and engagements. Resources we utilized among local partners have been made through collaborative arrangements. We've maintained current operations and structures without the need to segment financial resources. Our Memorandum of Understanding was submitted to the DWD in May and is in review with no feedback received as of yet.

Agenda Item 7 – Adjournment

Lentz concluded with a publication released from the National Association of Counties detailing *Proposed Resolution on FY 2020 Appropriations for the Workforce Innovation and Opportunity Act (WIOA)*. WIOA resources from the federal level are decreasing year-over-year, impacting states and their local levels. The proposal introduced keeping the same funding levels and that local-decision making be reinforced.

Kottke asked if there were any other matters to discuss. With no other business, Kottke moved to adjourn the meeting.

Adjourned: 9:33 a.m.

Respectfully Submitted:

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

Attachments for Board Records:



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- September 5, 2018 Draft Meeting Minutes
- LEO Meeting Briefing PowerPoint
- Strategic Planning Timeline 2019-2020
- 2019-2020 Board Appointments
- NACo Resolution on WIOA Allocations 2019



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