

Board of Directors Meeting

**Tuesday, February 25, 2020
11:00 a.m. to 1:00 p.m.**

**Olbrich Botanical Gardens
Commons
3330 Atwood Avenue
Madison, WI 53704-5808**

Members Present: Laura Cataldo, Chair; Francis Langer, Chair-Elect; Elizabeth Roddy, Secretary; Dave Branson, Marcia Christiansen, Kevin Gundlach, Richard Hands, Michael Hernandez, Todd Kearney, Chuck Klein, Pam Korth, Alan Langeteig, Ann McNeary, Melissa Montey, Ed White, Bryan Woodhouse

Via Phone: Melanie Bruins, Lindsay Jones, Joseph Ledger, Barb LeDuc, Charles Poches, Ryan Pulvermacher, Calvin White Eagle

Staff Present: Seth Lentz, Lameece Tyne, Jackie Hall, Danica Nilsestuen, Erin Bechen, Briana Shekels, Chris Ziegel, Alex Maves, Becca Collins

Guest Present: Jon Danforth, Julie Enloe, Jason Frey (via Phone)

Agenda Item 1 – Introductions & Announcements

Cataldo welcomed everyone, called the meeting to order at 11:06 a.m., and noted there was no one registered for public comment. Cataldo introduced new Board member, Michael Hernandez, Chief of High Schools with Madison Metropolitan School District.

Shekels provided an update on the talking point cards enclosed in board folders.

Agenda Item 2 – Review and Approval of the December 4, 2019 Board Meeting Minutes

Cataldo asked for a motion to approve the minutes of the December 4, 2019 Full Board meeting minutes as presented. White moved to approve and Kearney offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 3 – Planning Timeline and Recap

Cataldo provided a reminder on Board functions, mission, goals, strategies, and opened up discussion for board members to express interest in participation on a Procurement Review Committee team. Upcoming procurement for Plan Year 2020 (July 1, 2020 – June 30, 2021) will necessitate the need for review committees comprised of board members to review any incoming Requests for Proposal for Adult & Dislocated Worker services, Out-of-School Youth services, and One-Stop Operator services.

Lentz detailed the procurement and local planning processes and updates. Procurement will be initialized early March with a deadline and review happening in April. The Board will meet in May to discuss upcoming budgets and the local plan. This May meeting will have many Action Items for the Board to make motion on such as approving the financial structure and July 1, 2020 implementation.

Agenda Item 4 – Report and Recommendations from the Planning and Development Committee

Lentz provided an overview on the data pulled and presented at the January 28, 2020 Planning & Development Committee meeting, the main focus detailed on driver industries and the WIOA Adult and Dislocated Worker program design. Reflection and comparison of the 2018 local plan validated little to no change in labor market needs.

Cataldo requested confirmation on the information being centralized to our six-county region. Lentz confirmed and added that the State provides guidance for evaluation and validation with key elements focusing in on current jobs within driver industries, projected industry growth and the job market, highest occupational changes and transfers in and between job markets, highest rate of change, and being mindful of driving wages associated with occupations.

Lentz stated the presented data is summarized for the top seven industries and provided detail on the comparisons to the previously identified industries from the 2018 local plan. *Grouping of Cross Industry Sectors* from the 2018 local plan has been updated and identified as *Information, Communication and Technology (ICT)* in addition to the growing impacts of the Retail industry within the *Tourism Cluster*. This data is collected and presented within our local plan process which is intended to cover the 2020-2024 timeframe. The May 13, 2020 Board of Director’s meeting will provide more detail on the narrative.

Lentz moved into the report and recommendation for procurement of the One-Stop Operator (OSO). The current OSO model utilized for the region is a design that is used as a model for the state toward other Workforce Development Boards. Recommendation #1 is to confirm procurement for OSO.

Cataldo asked for a motion to approve the recommendation to facilitate the procurement of the One-Stop Operator as presented. Kearney moved to approve and Langeteig offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Lentz provided Recommendation #2 covering the WIOA Adult & Dislocated Worker career services. The current service delivery design is a two-step approach. The design has shown success during times of worker surplus and when the availability of individuals was more open. The procurement document will need to be refreshed for a new design centered around a centralized delivery, meeting the needs of the individual through flexibility with location, hours, and service delivery, in addition to more creative collaborations with community-based organizations (CBOs).



Cataldo inquired upon capacity concerns with the existing Career Specialists' caseloads.

Lentz noted caseloads have been trending down, with fewer unemployed individuals. Shifting focus to individuals who are underemployed or marginally-employed will require the need to be efficient, increasing technology usage, and flexibility with hours and location.

Cataldo asked for a motion to approve the recommendation to facilitate the procurement for WIOA Adult & Dislocated Worker career services for PY20 as presented. White moved to approve and Kearney offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Lentz continued with Recommendation #3 for the WIOA Adult & Dislocated Worker Training Navigator services. These services are typically provided through the technical college system and the strategy has proven beneficial. The recommendation for the board is to exercise a sole source option.

Cataldo asked for a motion to approve the recommendation to exercise the sole source option to contract with Moraine Park Technical College and Madison Area Technical College for Training Navigator services for PY20 as presented. Langeteig moved to approve and McNearney offered the second. Woodhouse abstained. Pollard abstained. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Lentz finished the Planning & Development recommendations with Recommendation #4 for Windows to Work. The Current PY19 contract is executed with the Employment and Training Association (EATA). The Department of Corrections (DOC) does not maintain procurement requirements under the grant. Program performance with EATA has shown to be successful and performance is up. Last year we picked up another facility. Due to the successful performance the recommendation is to renew the contract.

Cataldo asked for a motion to approve the recommendation to exercise the sole source option to contract with the Employment and Training Association (EATA) for Windows to Work services for PY20 as presented. McNearney moved to approve and Christiansen offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 5 – Report and Recommendations from the Youth Committee

Lentz explained the Youth Apprenticeship (YA) grant has been administered through the WDBSCW for a few years as a collaboration with Jefferson County School-to-Career, Madison Metropolitan School District, and Dane County School Consortium. The PY19 grant has served 490 youth with a planned goal totaling 494 youth demonstrating good performance. Procurement for the PY20 grant came out from the state and partners are very eager to move forward. The *Letter of Intent to Apply* has been submitted with current focus surrounding finding opportunities for adjustments and enhancements as the grant aligns with our initiatives on several levels.



Kearney inquired on tracking metrics for continuing and/or returning youth, limitations, and confirmation on any aging-out period.

Lentz noted there are two pathways for youth offered; a one-year Youth Apprenticeship and a two-year Youth Apprenticeship, the key difference pertaining to hours involved. There is limited capacity available for both option and dependent upon the engagement. Students in their Junior year of high school are enrolled through the two-year program. Hours can still be attained in the summer for seniors doing the two-year option. Students are directly employed through the company and retained after completion of Youth Apprenticeship. Metrics are ongoing for both one- and two-year programs.

Lentz moved into the Independent Living (IL) program. The monitoring report from the Department of Children and Families (DFC) was received with positive results. Local IL initiatives include a Youth Advisory committee whose members are IL participants which provides a leadership opportunity. The committee meets to discuss ongoing challenges and collaborations to better support youth in-care and those involved in the IL programming. The committee has many creative interactions, setting goals and boundaries for improvements to one another. There is a statewide Youth Advisory Council that is chaired with one of our area's IL youth. These collaborations have helped participants with essential needs setting up their first apartments such as dishes, cooking utensils, and small appliances.

Lentz articulated there is an increase in utilization of educational benefits. In the prior year, within a six-month period, spending of Educational Training Voucher (ETV) funds amounted to around \$14,000 whereas the last six-month period in 2019 provided around \$66,000.

Maves added our area's IL participants are doing presentations on the needs of teens transitioning out of the foster care system. This week the participants are going to the University of Wisconsin—Madison to talk about their experiences with social workers.

Lentz noted the potential to have an IL participant come in and talk about their experiences at an upcoming Board meeting.

Cataldo inquired on the amount of youth served within the south-central area in comparison to the overall count of foster care youth within the area.

Maves noted aging-out of foster care youth are often hesitant to connect with another program or staff. Many have prior experiences with social workers while in the foster care system that has left these individuals experiencing program fatigue and not interest in creating a new relationship, however proactive engagements and positive experiences are helping to retain them.

White requested additional information behind the metric. Hall noted around 100 youth within our fifteen-county region that are eligible for IL. Lentz added there is an increase of engagement directly after high school graduation and their transition out of the foster care system. The program holds similarities to the WIOA Dislocated Worker program in that individuals do not pursue services until they are critically needed.



Lentz shifted to the Career Services Academy design initially proposed in February 2019 called STEPS. The STEPS model provides an opportunity to integrate DCF IL, WIOA In-School Youth and Out-of-School Youth, and the Department of Vocational Rehabilitation-eligible youth participants and prepare them for Youth Apprenticeship. STEPS Part 1 prepares the youth for the upcoming school year, technical skills education, and transferring out of the foster care system. STEPS Part 2 prepares the youth for independent living, enrollment in college, pursuing apprenticeship, and/or employment.

Lentz noted the initial enrollment went well, however staff turnover and logistical issues presented challenges during the pilot year of the program.

Lentz provided Recommendation #1 from the Youth Committee to maintain the integrated service delivery design STEPS model and reengage the sole source option to contract with DCSC who houses the primary staff that drive the STEPS model as a core option for WIOA In-School Youth services.

Kearney inquired on the frequency of use of the model used outside of Dane County.

Lentz mentioned the pilot year implementation occurred in Dane County. Students were recruited from all of the Dane County schools and the curriculum was housed at Madison Area Technical College. During the school year, DCSC facilitated an evening schedule at Sun Prairie High School. They tried to run another one in Verona High School but there was not adequate volume. Once we can figure out a better structure to market the program, better coordinate staff from the various programs, and improve recruitment from the various programs, the model can extend outside Dane County. Rural districts may be too small, though we may look to provide the option to run the programs through Job Center locations, technical colleges, and/or university campuses.

Cataldo asked for a motion to approve the recommendation to exercise the sole source option to contract with Dane County School Consortium for In-School Youth Services in Dane County for PY20 as presented. Kearney moved to approve and Branson offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Lentz moved onto Recommendation #2 to facilitate the procurement for WIOA Out-of-School Youth Services in Dane County for PY20. Prior procurements for these services have had staff anchored at the Dane County Job Center. The current structure has two OSY Career Services staff at the Job Center and one Resource Specialist at Operation Fresh Start. The procurement will focus on the need to be flexible and available, utilize technology and spark innovation to support engagement.

Langeteig requested confirmation that the procurement process incorporates contractor requirements on how they plan to implement suggested strategies.

Lentz confirmed that is a part of the process and reiterated the need for proposals to promote creativeness in order to get to the population while keeping the service structure to serving individuals pursuing college and pre-apprenticeship training.



Cataldo asked for a motion to approve the recommendation to facilitate the procurement for WIOA Out-of-School Youth services in Dane County for PY20 as presented. Langer moved to approve and McNeary offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Lentz moved into Recommendation #3 to exercise the sole source option to contract with Moraine Park Technical College (MPTC) for WIOA Out-of-School Youth Training Navigator Services for PY20. MPTC has one Training Navigator to provide services to WIOA Adult, Dislocated Worker, and Out-of-School Youth participants. Staff at Madison Area Technical College have been having challenges with providing their services to youth participants and have elected to not move forward continuing the youth portion of that contract. As a result, the recommendation for youth Training Navigator services will be for Moraine Park Technical College only.

Langeteig inquired on any potential caveats to sole-sourcing.

Lentz noted DWD has implemented a new procedure this year requiring their approval to sole-source. The request requires justification for sole-sourcing which in this case is attributed to system access through the technical colleges. The system design is built around staff having the necessary access to academic records.

Cataldo asked for a motion to approve the recommendation to exercise the sole source option to contract with Moraine Park Technical College for WIOA Out-of-School Youth Training Navigator services for PY20 as presented. Langeteig moved to approve and Hands offered the second. Pollard abstained. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Lentz provided Recommendation #4 to exercise the sole source option to contract with Central Wisconsin Community Action (CWCAC) and Community Action Coalition For South Central Wisconsin (CACSCW) for WIOA Out-of-School Youth Services for PY20. The previously issued procurement produced no outside interests in providing OSY services outside of Dane County. Engagement will be conducted with CWCAC and CACSCW for possible collaboration. They both currently provide Resource Specialist services to WIOA OSY and IL program participants within our region. This will expand our investments of OSY resources to provide a great connection between both programs.

Cataldo asked for a motion to approve the recommendation to exercise the sole source option to contract with Central Wisconsin Community Action Council (CWCAC) and Community Action Coalition For South Central Wisconsin (CACSCW) for WIOA Out-of-School Youth services for PY20 as presented. Kearney moved to approve and White offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 6 – Industry Engagements



Partnerships and pathways for economic growth

WDBSCW
3513 Anderson St, Ste 104
Madison, WI 53704 USA

+1 608 249 9001
info@wdbscw.org
www.wdbscw.org

Nilsestuen introduced herself and provided a summary on the roles and responsibilities behind business engagement. Coalition building and proactive outreach are essential to expanding the network and innovations for industries. Engagement changes each year and is dependent upon the market. In years prior, our primary engagements often would involve the focus of our industry employers directly with potential candidates and establishing collaborative opportunities like work experiences, On-the-Job Training, connection program participants to work. As unemployment has continued to decrease. Businesses who need to hire workers. With no binder full of resumes, we need to shift to engage the workforce shortage, to maintain, and to value relationships with industry employers.

Nilsestuen described that the process begins through 1-on-1 meetings with industry. Companies contact the WDBSCW office, the job centers, and career planners directly. Time spent with the company and information gathering help determine the adequate and specific reasons for calling. We provide an overview of the WDBSCW, and what benefits the WDBSCW, state, and DWD as a collaborative system can offer.

The discussion often focuses on how WDBSCW connects industry partners and job seekers to available partners and resources. Services include referrals to other sector teams and/or the technical colleges; supporting individuals to be on committees; referrals to DVR, Job Service, and Veterans; making businesses and individuals are informed of all the community-based organizations that are out there trying to tackle their specific issues, and trying to be a single point-of-contact for people to avoid overwhelming them in this rapidly-changing economy.

Nilsestuen articulated another role the WDBSCW pays is responding to workforce needs by providing Rapid Response Services to companies and impacted workers. Services are coordinated by the Workforce Development Board with funds from the Department of Labor. The intent is to help companies and workers who are going through a layoff or closure. We conduct's initial outreach to provide introduction and information on our mission and the services available to both employer and employees. We offer up services to workers such as resume building and mock interviewing. Staff provides folders and information for eligible services to employees and the exchange provides great opportunity for workers to consider postsecondary education as appropriate.

Nilsestuen stated the process typically includes a one-hour rapid response information session provided onsite at the employer. We connect the workers with services such as United Way, Unemployment, Job Service, Veteran Services, DVR, Social Security, the technical college system, and Food Pantry assistance to let them know what services are available to them. We provide a presentation on applying for Unemployment Insurance benefits as well as tips and tricks to not lose benefits.

Nilsestuen explained the state retains additional funding that WDBs can request called the Rapid Response grant.

Lentz noted the WDBSCW used to secure a significant amount of reserves through the Rapid Response grants. With the current worker shortage these grants have decreased in quantity but have provided the



opportunity for further collaborations with community-based organizations which helps to maintaining relevance with industry.

Nilsestuen mentioned each WDB approaches business engagement differently but each area has a Business Services Team and there is a statewide network to share ideas, strategies, and collaborations. Field staff all have a component in their position description to do business outreach.

Nilsestuen proceeded to explain the long-term strategic initiatives, which includes industry partnerships. These industry partnerships are driven by others and we participate. Examples would include the Wisconsin Energy Workforce Consortium, Construction Diversity Alliance, Wisconsin Long-Term Care Workforce Alliance, Midwest Food Products Association - HR Committee, and MMSD Pathways industry council.

Nilsestuen finished her presentation on Industry Engagement with a highlight on each of the WDBSCW-Led Industry Partnerships:

- The Youth Apprenticeship Advisory Council is a group of school and industry representatives coming together to promote Youth Apprenticeship to align curricula to classrooms for Dane and Jefferson counties. This group meets quarterly.
- The Manufacturing Business Alliance is a temporarily-WDBSCW-led group that started five years ago in Beaver Dam, which now spans across the entire county.
- The Made In Dane Manufacturing Network has been running for seven years and covers Dane County. The prior collaboration included tours for teachers and guidance counselors in schools, with another collaboration set later this year.
- The Manufacturing Alliance covers Sauk, Columbia, and Marquette counties and was started by John Lalor around nine years ago. The alliance has just finished strategic planning this past summer and is about ready to launch the next series of meetings and work. The focus is on K-12 outreach and recruiting new workers. The alliance launched the GuidEd tour series in 2015 which is meant to engage teachers about career pathways and provides a better connection with schools to industry. The collaborations have proven to be successful and the model is being replicated outside of the initial regions.
- The IT|BIO|HC group has met twice already with the next meeting scheduled for April 3, 2020. The group will be administering a career exploration event addressing the hardships behind recruitment as these industries are consistently changing with technology and can provide uncertainty and hesitation from entering into.

Agenda Item 7 – Meeting Adjournment

Cataldo requested Shekels prepare a promotion of the upcoming Workforce Strategies Summit for means of distribution through social media for Board members to endorse.

Cataldo informed Board members of the passing of David Phillips and noted the Celebration of Life is set for February 28, 2020.



With no additional business for the board, Cataldo asked for a motion to adjourn at 1:04 p.m.

Adjourned: 1:04 p.m.

Respectfully Submitted:

Elizabeth Roddy
Board Secretary
Workforce Development Board of South Central Wisconsin, Inc.

Attachment for Board Records:

- Minutes from December 4, 2019
- PowerPoint Presentation
- 2020 Committees Roster
- Dislocation Activity Handout
- Combined Recommendations Handout
- Financials Ending December 31, 2019



Partnerships and pathways for economic growth

WDBSCW
3513 Anderson St, Ste 104
Madison, WI 53704 USA

+1 608 249 9001
info@wdbscw.org
www.wdbscw.org