

Planning & Development Committee Meeting

Kathy Cromey, Co-Chair—Planning & Development
Margaret Leitinger, Co-Chair—Planning & Development
Pam Christenson, Past Chair
Paul Dietmann, Treasurer
Dave Branson, Marcia Christiansen, Julie Enloe, Lynn Forseth, Kevin Gundlach,
Lindsay Jones, Todd Kearney, Joe Ledger, Barb LeDuc, Ann McNeary,
Linda Mingus, Dave Phillips, Ryan Pulvermacher, Bryan Woodhouse

Tuesday, November 10, 2020
10:00 a.m. to 12:00 p.m.

Workforce Development Board
via Conference Call
(301) 715-8592
Meeting ID: 964 0392 7728

Members: Kathy Cromey, Co-Chair; Dave Branson, Pam Christenson, Julie Enloe, Lynn Forseth, T Lindsay Jones, Barb LeDuc, Ann McNeary, Linda Mingus, Bryan Woodhouse

Staff: Seth Lentz, Lameece Tyne, Jackie Hall, Chris Ziegel, Jeff Kennedy, Jeff Westra, Becca Collins, Alexander Allon

Guests: Jon Danforth, Jason Frey, Melissa Sanchez Cruz

Agenda Item 1 – Welcome & Introductions

Cromey called the meeting to order at 10:03 a.m. and welcomed everyone. Cromey introduced new Board Member Nikia Morton and informed the Board of upcoming member departures, Dave Branson, Joe Ledger, and Ryan Pulvermacher.

Agenda Item 2 – Review & Approval of the January 28, 2020 Meeting Minutes

Cromey requested a motion to approve the minutes of the January 28, 2020 Planning and Development Committee meeting as presented. Jones moved to approve the minutes as presented. McNeary offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 3 – Update on Local Dislocation and Business Service Activities

Lentz directed Committee Members to the dislocation handout summarizing the dislocation activity for our workforce development area and provided an overview of the data.

Westra explained the need for innovative concepts to approach and engage individuals during the COVID-19 pandemic. One such innovation that has culminated is the drive-thru job fair. The first drive-thru job fair for our region was on July 15th at Warner Park with 334 bags handed out to job seekers. Statewide total amounted to 3,141 bags handed out to job seekers with 687 companies partnering. The second drive-thru job fair for our region was on September 17th with expanded reach to 357 job seekers in Dane County (Alliant Energy Center), 41 job seekers in Columbia County, and 51 job seekers in Jefferson County. Statewide total amounted to 2,913 bags handed out to job seekers with 701 companies participating. Another event was held on October 1st in Sauk County with 63 bags handed out to job seekers and Dane County (West Towne Mall) with 51 bags handed out to job seekers. Future events will include a virtual speed networking event in Sauk county with four employer partners and four participants as well as a virtual job fair in Dane County with video from two employers sent to participants with guaranteed interviews.

Westra added that the DeForest Area Chamber of Commerce reached out to inquire on the drive-thru job fair platform and are using the model to host their own event which will include 10 employers and is scheduled for November 12th. Additional solicitation has been received from another workforce board based out of Michigan for further utilization of the concept.

Lentz agreed learning opportunities were gained from the events. Information on companies that participated have been loaded to our website and are used for program recruitment and communication.

Agenda Item 4 – WDB Distillation Highlights

Lentz acknowledged the breakout sessions from the September 23rd Board of Director’s meeting were highly successful and summarized lessons learned, highlights, and common themes from the discussions. Continuous improvement opportunities have been accelerated with the COVID-19 pandemic. Topics addressed include access to, and the ability to use technology productively, expanding skill development platforms at all levels, and increasing accessibility and gaining of efficiencies. Budgets are shifting with investments to address short-term deficiencies. Technology and training will continue to be prioritized.

McNary expressed technology gaps such as access to computers or internet continue to be concerns for everyone.

Lentz stated access to technology continues to be a challenge we’re attempting to address with our job centers and schools are addressing with their students. We’re pursuing additional resource opportunities to utilize and navigate having these resources available for individuals seeking services.

Christenson pointed out most companies have a mixture of in-office and at-home workforce. Continuing the blend for workers who choose to engage in either is another perk to the position.



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Lentz noted another challenge discussed was employee pay restructuring based upon workplace location or public-facing operations.

Lentz outlined Board Member discussions surrounding worker preparation guidance and the need for flexibility between jobs and industries, which helps companies to be more sustainable and viable. Flexibility can lead to greater autonomy with schedules, responsibilities, and growth opportunities.

Jones inquired if remote work has affected the response time for WDBSCW programs or communication to individuals.

Lentz explained efficiency was affected in March with the onset of the COVID-19 pandemic in Wisconsin. Our primary service locations (job centers) have closed which required workaround opportunities for individuals to meet with our contractors and job service staff.

Lentz encouraged Committee members to reach out with any additional suggestions or comments and thanked the Committee for the time and commitment invested into this distillation.

Agenda Item 5 – Monitoring Preparation

Lentz spoke on the annual Department of Workforce Development (DWD) monitoring which will be held December 14th through December 17th. Contractor monitoring is currently in progress and consists of inquiries into innovative processes, issues and challenges faced with the COVID-19 pandemic. Priorities and strategies will need to have increased utilization such as incumbent worker training or on-the-job training (OJT). We are actively working with DWD on latitude and flexibility for monitoring due to the COVID-19 environment.

Hall specified contractor monitoring started in October and consists of case file reviews and surveys. Contractor monitoring is scheduled to conclude by the end of December.

Lentz acknowledged increased communications surrounding additional resources to support technology for participants and individuals due to the COVID-19 pandemic and the possible need to restructure budgets to further accommodate the initiative.

Lentz inquired with the Committee if there were any priorities or suggestions for DWD or contractor monitoring. None were presented.

Lentz outlined grants in pursuit consisting of a Dislocated Worker grant through DWD and a Department of Labor (DOL) grant to support rural healthcare. DWD is pursuing a DOL grant which we have us partnering with Madison College to target advanced manufacturing.

Lentz reminded the Committee that December 9th will consist of the Audit Committee meeting, the Full Board meeting, and the Annual Celebration.

Agenda Item 6 - Adjournment

With no additional business for the Committee, Cromey motioned to adjourn at 11:02 a.m.

Adjourned: 11:02 a.m.

Respectfully Submitted:

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

Attachments for Board Records:

- Minutes from January 28, 2020
- Dislocation Handout