

Workforce Development Board of South Central Wisconsin, Inc. Full Board Meeting

**January 27, 2015
11:00 a.m. to 1:00 p.m.**

**Olbrich Botanical Garden
Evjue Commons
3330 Atwood Avenue, Madison, WI 53704**

Members Present: Alan Langeteig, Chair-Elect; Laura Cataldo, Pam Christenson, Marcia Christiansen, Ed Clarke, Kathy Cromey, Nancy Elsing, Rich Hands, Fred Hebert, Matt Hurtienne, Bob Kellerman, John Lalor, Alan Langeteig, Steve Lewis, Ann McNeary, Bill Orth, Mary Pasholk, Dave Phillips, Dave Robinson, Lynn Severson, Sue Sutter, Clay Tschillard

Guests Present: Ed Lee, Joel Davidson, Jean Christensen

Staff Present: Pat Schramm, Seth Lentz, Erin Bechen, Lameece Tyne, Danica Nilsestuen, Alicia Vann, Tia Rice, Michael Stluka

Langeteig called the meeting to order at 11:06 am. He noted a quorum was present and the meeting was properly noticed.

Agenda Item 1 - Introductions & Announcements

Langeteig welcomed everyone and everyone introduced themselves. Langeteig congratulated Laura Cataldo and Kathy Collins on their new job positions.

Agenda Item 2 - Review and Approval of November 18, 2014 Board Meetings Minutes

Langeteig asked for a motion to approve the minutes of the November 18, 2014 Full Board meeting as presented. Phillips moved to approve the minutes as presented. Sutter offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 3 - Report of the Executive Committee

Langeteig directed members to the *Executive Committee and Subcommittee Co-Chair roster* and stated this is for information.

Next he directed members to the *Timeline and Activities for the Workforce Innovation and Opportunities Act (WIOA)* handout. He stated that Schramm provided the Executive Committee with the timeline for implementation of the new Legislation. Unfortunately the timeline has already been adjusted. We expected to receive the new regulations on January 18, 2015 but the release of the

regulations has been delayed to mid-April. We are not sure at this point how this will affect the implementation timeline but are guessing we will stay pretty close to the original plan.

He directed members to the *Discussion of Fund Development* handout. He shared that staff are talking about an opportunity to raise additional funds for the Middle College efforts. Schramm shared that we are in year six of Middle College. The new legislation is changing the balance of funds between In-School Youth and Out-of-School Youth. If we want to keep the momentum going, we will want to seek additional funds to increase the capacity of Middle College students. Schramm stated that we plan to reach out to foundations to gain support for students. An example may include something like: 1) \$6,000 – sponsor a student’s Middle College engagement – tuition, transportation, and tutoring and internship engagement support. 2) \$2,500 – sponsor a student internship. 3) \$1,000 support student transportation. 4) Other – any amount – ongoing student support.

Schramm stated that we are going to frame this for June. The Executive Committee has approved the strategy to move forward. She reminded members that we have three areas of studies for Middle College – health care administration, manufacturing and culinary.

Sutter asked about parents paying for students. Schramm stated that we have done private pay in a few instances and we will be able to continue that. Clarke added that there is no tax deduction for the parents but there is for companies.

Cataldo suggested reaching out to United Way or Madison College Foundation for funds. Schramm reported that we have gotten approval to receive charitable contributions.

Langeteig directed members to the *Briefing on Discussion of new State initiatives that will affect the WDB work* handout.

Langeteig shared that the State of Wisconsin is implementing a mandatory work/training requirement for able bodied persons who are collecting Food Share in Wisconsin (SNAP). Schramm stated that in 2008, legislation was passed nationally that SNAP eligible individuals would have to work 80 hours per month in exchange for benefits. This was deferred in last budget. But effective March 1, 2015, those collecting SNAP will need to work a minimum of 80 hours of work per month. If involved in WIA training, the time can be counted towards in their participation requirement.

Schramm stated that this will result in significant numbers of people coming into Job Centers. There could be up to 3,000 additional persons seeking employment and training services within our region.

Tschillard shared that in Executive Committee it was stated that some of the people in this pool will be non-traditional individuals (students, etc.). Schramm stated that is true and there is a lot to be sorted out.

Clarke asked about the certification. Schramm stated that in Food Share there is funding from the state contract and then there is a 50-50 match for those agency that can provide services with a non-federal match.

Marcia Christensen stated that they are trying to figure out what the flow of traffic will be. The numbers will gradually increase on a monthly basis. The challenge is that the Job Centers are full of physical space.

Pam Christenson asked about the outreach. Christensen said there will be a lot of community outreach and referrals. She stated that a lot of people drop off because they are working for cash

so they have other income streams then what is shows on paper. There are a lot of reasons why people may not want to participate.

Agenda Item 4 – Report of the Planning and Development Committee

Cromey shared that there was great attendance and discussion at the Planning and Development meeting on January 9, 2015. She shared that we reviewed the new system design and the contractor process. We saw a significant shift to a demand driven model. There has been consolidation of staffing roles and functions as well as new Contractors over the past 6 months.

Cromey shared that one obstacle has been the amount of time it has taken to ramp the new WorkSmart model. The shift to the demand driven model has been more challenging than anticipated.

Clarke shared that we designed the system so we had a flow – 800 customers entering, 800 customers in process and 800 customers exiting. As we watched the system develop, the recruitment was down. He directed members to the chart in the handout and pointed out that (table 2) – the left side represents our region and the right side represents the state. We are not exiting people from the system which in turn doesn't allow staff to recruit. This puts us in jeopardy of not meeting our goals.

Schramm stated that we have a tool that lets us drill into the data to see how long people have been in programs.

Cromey shared that Staff have come with six strategies in order to address this:

1. Reduce annual contractual recruitment goal for those contractors with significant long term cases to support the focus on participant exit strategies
2. Research the UI database to research all long term cases
3. Conduct intensive call strategy to reconnect with lost individuals
4. Reach those participants with a training history and explore engagement with the college to enhance prior engagement
5. Manage non-positive exits to maintain performance levels
6. Conceptualize employability skill development and employment placement strategies for long-term unemployed, barriered, low skilled, populations (possible boot camps, exploration of staffing agencies partnerships,

The first five strategies will be implemented immediately.

Clarke stated that the 800/800/800 model allows us to achieve an acceptable per participant cost. Clarke shared that we need to think about strategies six to ensure that we are not negatively impacted in performance.

Discussion:

Lewis asked about the data and if we have a lot of individuals with core barriers to employment in our region. Schramm stated that during the recession, the Board made a decision not to shut down operations. We redesigned to allow maximum services for individuals at the Job Centers. A lot of the people are the residual of the thousands of people coming during that time. There could be people who retired during this time. There could also be people who did training but never finished or had an opportunity to use their skills. We want to reach these individuals to determine what happened to them.

Pasholk shared that the South Central Board has been more progressive than others. Staff have been encouraged to go on and get further training.

Kellerman shared that it is important to start with why the number is the way it is. Sharing the story that built this number is helpful.

Orth asked about the timeline for connecting with the folks. Lentz stated that strategy two is scheduled in the next couple of weeks. The other strategies will be happening before the March Planning and Development Committee meeting. These strategies have been discussed with managers and staff.

MOTION: Langeteig asked for a motion to approve the recommended strategies from Planning and Development. Christenson moved to approve the motion as presented. Clarke offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 5 - Report of the Youth Committee

Tia Rice provided an update on Middle College. The highlights include:

- M5 Cohort begins this week
- 70 new students, 54 returning students
- Unable to offer new Health cohort in Reedsburg. Only 5 students interested. Those students (5) referred to CESA 5.
- Middle College instructional staff has increased to approximately 50. They are excited and see the benefit in teaching these students.
- MATC Preliminary stats show 50% of students in cohorts M1-3 enrolled at MATC after high school graduation

Some lessons learned:

1. Transportation is a huge issue and is very expensive. Looking to find alternative ways to transport students in order to take courses
2. We have also looked at how to change the mind set of what a technical skill degree looks like to parents and educators.
3. Continuing to encounter students who job-out of the program because they need to work to support their families.
4. We need to take a different approach for rural participants and urban participants. Need to make sure equipment is accessible.

Future strategies to blend in school and out of school youth models.

Schramm stated that this is the very beginning of this discussion and that the new legislation is an opportunity. Right now 70% youth resources are dedicated to in-school youth and 30% for out-of-school youth (drop outs). In the new legislation, they are flipping the resource ratio.

For the 70% out-of-school youth, the income eligibility is eliminated. By lifting this requirement, we can blend ourselves better with other financial resources out there.

Schramm added that the Board is a member of the Prosperity Network. We have access to this network of resources to determine the future work of career pathways.

Schramm directed members to the PowerPoint handout titled "Youth Committee Meeting."

She stated that right now we bring youth into middle college as juniors. Juniors have challenges with immaturity at this level of technical education. We may have an opportunity to do dual credit with high schools who have certified instructors. She stated that we want to use summertime more deliberately to do academic work with the students. Students could gain credit at the high school level then move into internships.

Schramm added that our sector teams will be very instrumental in helping us think about this. We will be ramping in 2015 and implementing in September 2016.

Phillips asked about the boot camps. Schramm shared that Madison College will do a hands on boot camps.

Lalor asked about the rural areas. Schramm stated that we may have three different implementation strategies where we may use a company as an anchor. There may also be a suburbs (of Madison) strategy.

Clarke shared that he was at a recent planning session and that Madison could be a city of internships where every student could have an internship opportunity before they graduate.

Kellerman asked about the thoughts on transportation. Lewis stated that in Jefferson he is working with St. Colleta to assist with transportation and he would love to pilot or do more. In Madison, the Board is working with the YWCA. Philips shared that another issue is drivers' licenses and that a lot of individuals don't have them.

Agenda Item 6 - Report of the Audit Committee / Presentation of Annual Audit

Sutter shared that Wipfli has completed the PY 2014 audit and Jean Christensen is here today to provide a presentation on the audit.

Christensen provided an overview of the audit report via PowerPoint presentation. She congratulated the Board on another clean and successful audit.

MOTION: Langeteig asked for a motion to accept the audit as presented. Tschillard moved to approve the motion as presented. Lewis offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 7 - Adjournment

With no additional business for the Committee, Langeteig asked for a motion to adjourn at 12:55p.m.

Adjourned: 12:58 p.m.

Respectfully Submitted:
Kathy Cromey
Board Secretary
Workforce Development Board of South Central Wisconsin, Inc.

Attachment for Board Records:

- Agenda
- Draft Full Board Meeting Minutes from November 18, 2014
- Executive Committee Roster
- WIOA Key Implementation Dates

- Draft Fund Development Strategy – Youth
- Briefing on Food Stamp Employment and Training Program
- Discussion of Youth Program Design Work in 2015-2016
- Youth Committee Meeting – PowerPoint
- January 9, 2015 Planning and Development Committee Meeting
- PowerPoint Presentation from Wipfli
- Wipfli – Financials, Board Correspondence and Management Letter
- Financials Ending November 30, 2014