

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

**March 24, 2015
11:00 a.m. to 1:00 p.m.**

**Madison College
1701 Wright Street, Madison
C1435 and C1435B**

Members Present: Alan Langeteig, Chair; Pam Christenson, Marcia Christiansen, Ed Clarke, Kathy Cromey, Nancy Elsing, Fred Hebert, Matt Hurtienne, Lindsay Jones, Bob Kellerman, Alan Langeteig, Jim Martinez, Ann McNeary, Bill Orth, Mary Pasholk, Brian Pulford, Howard Teeter, Clay Tschillard, Terry Webb

Via Telephone: Dave Phillips

Guests Present: Jon Danforth, Jason Frey

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

Langeteig called the meeting to order at 11:04 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 asked for volunteers for the WWDA Day at the Capitol on Thursday, April 2, 2015. He noted to talk to Erin if interested.

Agenda Item 2 – Review and Approval of January 27, 2015 Board Meetings Minutes

Langeteig asked for a motion to approve the minutes of the January 27, 2015 Full Board meeting as presented. Teeter moved to approve the minutes as presented. Hurtienne 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 mentioned that the Executive Committee met on February 24, 2015. He noted the approval of the following:

1. *The Executive Committee approved a request to transfer \$375,909 in Dislocated Worker funds to the Adult Program.* The request has been submitted to the Department of Workforce

Development. He noted that the State of Wisconsin allows an up to 30% transfer of grant revenue between the Dislocated Worker and Adult Programs and vice versa. In looking at trends over the past couple of years, we are seeing more adults needing services than dislocated workers.

2. *Board staff requested change of the work experience hourly wage from \$7.25/hr. up to \$10/hr.* Schramm noted that in Middle College, we really want students to do their industry specific internships and we had individuals leaving those opportunities for retail and hospitality positions that pay more.
3. *Recommendation from the Planning and Development Committee for services to new participants in the period of March 1, 2015 through June 30, 2015.*

Schramm stated that we asked to use a prototype model to recruit people into the training that is specific to industry. The recommendation included an additional \$25,000 to be added to Madison College's Career Pathway contract to organize and manage Boot Camps and Career Pathway trainings.

4. *Granted permission to conduct a Request for Proposal for the Windows to Work Program and the Foundations for the Trades.*

Langeteig shared that the Windows to Work program is an offender pre-release program that prepares inmates returning to the community from Oakhill Correctional Institution into Dane County.

Foundations for the Trades is skill instruction for the foundational skills needed to perform jobs in the construction industry and prepare trainees to take trades related apprenticeship exams.

Clarke asked why these two seem to be out of sync. Schramm stated that the funds are on a different fiscal year. The Foundations instruction schedule is also synced with industry hiring need.

Agenda Item 4 – Report of the Planning and Development Committee

Clarke shared that we asked permission at the last meeting to begin a series of strategies to deal with the long term caseloads. Clarke stated that after a while, the Board began to realize that with all the back end work, we also needed to focus on the front end to deal with the new people coming in.

Lentz shared that the concept was to request funds to complete a pilot and test a strategy for the system. With the demand driven system, we want to target people for specific industry. Outreach and recruit individuals for driver industries where there are employment opportunities. Then based on this orientation, we could work with the college to offer Boot Camps. These Boot Camps offer work readiness, career mapping, computer skills, communications skills, career exploration, etc. with staff support. The goal would be to have enough individuals for the Boot Camps to support the training opportunities in industries of health care, manufacturing, IT and hospitality. Lentz shared that there are three academies locked to begin before July 1, 2015. The Boot Camps should be up within a month.

Hurtienne asked about the population that may come from the northern part of the region and how they would access this training. Lentz shared that the pilot will be done in Dane County.

He asked about the individuals in the long term cases and if they are primarily in Dane County. Staff will check.

Clarke shared that at the March Planning and Development Committee, we got a staff report on the work being done to address the long term cases. He stated that we had about 600 cases out there and we have found all but about 200 cases.

Lentz directed members to the PowerPoint and reviewed slide 4.

- **Total long term cases identified - 629**
- **Those with known status - 253**
 - Currently active Job Searching – 66
 - Currently in Training - 14
 - Cases scheduled for closure – 90
 - Cases closed but remain open due to JobCenterOfWisconsin – 52
 - Cases eligible for closure due to exclusions - 31
- **Found data in the UI database - 135**
 - Verified employment information on 85 participants
 - 50 with employment information yet to be verified
- **Reconnections - 32**
 - Identified 32 individuals for re-engagement into programmatic activities

He also reviewed slide 5.

- **Strategy 5: Continue to investigate remaining cases to identify employment status, needs and possible re-engagement**
 - We have identified 209 participants remaining cases
 - Adult - 117
 - Dislocated Worker - 68
 - Youth – 24
- **Next Steps: Continue to conduct in-depth search to contact**
 - Pull these files into the WDB office and have WDB staff continue to search to make contact
 - This may include: UI data base, Various partner program data sources (Technical College, DVR, W2, FSET, HIRE), and Social media (LinkedIn, Facebook)
 - These remaining cases may be chronically unemployed and may be the most in need
 - When contacted evaluate for engagement status and direct accordingly
 - This may help us to understand the services needed by the long term unemployed
 - This may result in re-direction back to our service WorkSmart contractors for re-engagement in services
 - This may result in a determination that an exit is appropriate
 - This likely will not be completed prior to the end of the year and cases may be carried into next year to continue searching

Lentz shared that we had a great discussion at the committee meeting and it gave us some great next steps on how to deal with these long term cases.

Langeteig asked if this could have been avoided. Lentz shared that the shift in the more demand driven system could have helped avoid this because staff would be screening customers more deliberately.

Schramm stated that we may need to market to companies and employers as well. She stated that for the adults, we are seeing more and more people that don't have work experience. We need to get closer to these cases to see if there are some deliberate strategies to deal with this population.

Clarke reported that there are lessons to be learned in the future but right now we want to focus on getting a handle on where everyone is and then deal with that.

Christenson asked when individuals reconnect, where do they go (back to the beginning or where they left off)? Schramm stated that we will pick them up wherever they are in programming.

Clarke reviewed the financial request that was approved by the Planning and Development Committee.

Situation: As the Workforce Development Board staff are working with our WorkSmart Contractors on implementing the recently approved enrollment strategy, the system has experienced a significant volume of staff turnover.

- The WorkSmart System has 7 full-time and one half-time staff positions in Dane County
- Currently 3 of those full-time positions are vacant
- The WorkSmart staff and contractors from the region have been realigning to support through this transition.

Request: The WDBSCW staff would like to request permission to evaluate contractors spending and temporarily re-allocated resources from under expended contracts to support increasing the support staffing (clerical functions) through the end of this year. This will not require additional resources but resources may need to be reallocated between contracts.

This reallocation would result in an increase to the Opportunities Inc. contract of no more than \$7,000 for the remaining 3 month of the program year (until June 30, 2015).

MOTION: Clarke made a motion to approve the reallocation of funds to increase Opportunities Inc. contract for no more than \$7,000 for the remaining three months of the program year as presented. McNeary offered the second. No discussion followed on this motions. The vote was unanimous in favor of the motion. Jones abstained.

Agenda Item 5 - Showcase of Sector and Business Service Work

Schramm shared that we have been working on demand driven work for some time and it will be very important as we move forward. She reviewed the highlights for the presentations.

What does sector work and demand driven business services mean and how does it connect to our future work under the WIOA?

- Schramm shared that demand driven starts with employers. We need to determine what employers need in order to develop the workforce. This means building relationships; these can be onesies (E&S staff) or sector tables of industry members.
- In addition, Economic Development partners are a critical piece (MadRep, etc.) Economic Development Directors meet with companies to analyze where their company needs and locations. Also, the Business and Industry groups through the colleges who work so closely with industry.
- Always need to be careful to not only work with big companies. More than 70% of hiring is done at mid and small level companies.
- Have the tools in place – On the Job Training, Work Experience Opportunities, etc.
- Understand the forward momentum.

- Using data is critical – economic modeling software and real time data. We also have Skills Wisconsin.

What does Demand Driven Business Service work look like in the field?

Nilsestuen shared that a company months ago she was able to sit on a city of Madison manufacturer's panel. She shared that this helped her hone in on the strategies for contractors. She shared that she isn't an expert on industry but she is becoming an expert in listening and learning with employers.

- Engage with industry, focus on their needs and develop solutions.
- Solutions could be referrals, short term training opportunities.
- We need to train current staff on the demand driven model. We are working with Launch Pad and he did a full day training on business services. The statewide business services is doing a statewide summit.
- Training current staff and thinking about how to hire new staff. Encouraging contractors to hire those individuals with staffing experience, chamber work, etc.
- When it comes to day to day work of staff – will be doing targeted recruitment. Targeted to what employers need. We have a solution for employers.
- Listening to employers on their skills gaps are and what they need for training. We created this with Foundations. We are headed this way with the rest of our sectors.
- Also looking at a reversal referral program. Companies refer individuals for additional training and then they hire after the individuals is trained.
- Also looking at the dislocations in the region and how to modify training and placements for large dislocations. Looking at the skill sets of these individuals and creating short term opportunities for these individuals.

Clarke stated that the challenge may be the mismatch between the work available and the jobs people want to do. What are the new strategies to entice people to go into work? Nilsestuen shared that are trying to figure out ways to bridge people. Use data to educate people on how the transition would look for them and what the benefits could be to them.

Clarke shared that getting individuals into locations and doing tours is beneficial. Overcoming any misperceptions – have people currently doing those jobs share their experiences.

Bechen will follow up with the membership with a one pager created about business services.

What does sector work look like?

Manufacturing Campaign

Dodge County Manufacturing Alliance – Started a couple years ago around marketing to young people. This group is doing a lot of great work including events like project grill, etc. We are helping with a marketing outreach campaign called ManUFACTURING. This highlights a path in manufacturing (education, growth, wages, etc.).

Also created a website for the campaign to use with videos about the alliance, links to sponsors and their job openings. This group also did radio ads which directs listeners to our website. The ads are worker testimonials.

Pulford shared that for John Deere it was important to have women do the testimonials to gain more interest from women.

The site also includes intro videos from the companies on who they are and what they do.

The campaign posters will be printed in October for manufacturing month.

Tschillard recommended sharing this with the apprenticeship folks.

Trade Up Campaign

Nilsestuen shared that they have seen an increase in the interest in construction trades as a result of the trade up campaign.

GuidEd

Manufacturers in Sauk, Columbia and Marquette are now a council. The first project is a GuidEd tour. The idea is to get people from schools (teachers, counselors) on a bus to talk with manufacturers. It is a full day event with meetings, tours, etc. There are 17 staff coming from the schools and about 10 from manufacturing companies.

Schramm shared that these are things we can replicate in other areas if needed.

Sector work in progress.

Schramm shared that we are launching the Dane County Manufacturing Alliance. We were able to get a core of manufacturers from the Madison Metro prosperity network. This group will meet tomorrow. Judy Peirick will be a Chair and Bill Shocker will likely be a Co-Chair. Dave Phillips has been helping us with that.

Health Care

Schramm shared that DWD is writing an apprenticeship grant in H-1B eligible areas. The area that they are having trouble getting into health care. The focus will likely be on Medical Assistants. We hope to also include the Rural Health Cooperative in this effort.

Clarke shared that city is developing their economic development plan. One sector identified is the bicycle industry (bike tourism, etc.) That will be a focus of the city so we should meld that into the work of the Board in the future.

Agenda Item 6 - Update on Grants

Schramm reported that we have three grants in process.

1. Expansion of Windows to Work to the Dane County Jail and Huber inmates – Department of Labor Pre-Release grant – Due April 3, 2015. Jail based Job Center. Windows to work curriculum – employability skills, financial skills, etc. \$500,000 for 2 years.
2. Youth Apprenticeship Grant for July 1, 2016 – June 30, 2016 – Due April 17, 2015

3. American Apprenticeship Grant, collaboration with the State of Wisconsin Department of Workforce Development and the Wisconsin Workforce Development Association – Due April 30, 2015

Agenda Item 7 – Adjournment

With no additional business for the Committee, Langeteig asked for a motion to adjourn at 12:56 p.m.

Adjourned: 12:56 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 January 27, 2015
- Summary of Discussion and Actions from February 24, 2015 Executive Committee
- Recommendation to P&D Committee PowerPoint
- Long Term Cases Project P&D PowerPoint
- Manufacturing Campaign Handout
- GuidEd Invite
- Financials Ending January 31, 2015