
What's the Word in Workforce Development

Wed, Jun 16, 2021 at 8:59 AM



Hello!

As we head into summer, we're looking forward to the events and programs we have planned.

After the success of the Drive Thru Job Fairs in 2020, we hosted another series on May 5 to continue supporting dislocated workers and local companies.

We received grant funding from the U.S. Department of Labor to address the rural healthcare workforce shortage in communities across the state. Our goal is to use this opportunity to provide and expand training in direct patient healthcare occupations.

Don't forget to check out our success stories and upcoming events to stay informed.

Stay safe, stay strong and stay involved.

Best,
Seth Lentz and the WDBSCW team

Job Centers Reopen

The South Central Wisconsin Job Centers (Dane County Job Center, Sauk County Job Center and Workforce Development Center of Jefferson County), in collaboration with Job Service, expanded their available services to include walk-in customers beginning June 2. While some agencies are still requiring appointments, the resource rooms are open to assist customers in-person.

Visitors are still required to follow the social distancing and mask requirements posted at each location.

For more information and a list of the job centers across Wisconsin, visit the State of Wisconsin Department of Workforce Development's Job Center Directory.

[Job Centers Directory](#)



Drive Thru Job Fairs

We hosted another series of Drive Thru Job Fairs in partnership with the WorkSmart Network, Wisconsin Job Service and the county economic development partners to connect job seekers with the employment opportunities available throughout the region.

The May 5 fairs had locations in Columbia, Dane, Dodge, Jefferson, Marquette and Sauk counties and the 145 attendees received bags filled with job posting flyers from 130 participating employers. The flyers are also hosted on the WDBSCW website to further connect job seekers with these available careers.

The employers who participated in the Drive Thru Job Fairs also had the opportunity to host a virtual booth at the Virtual Career Fair on May 11. This virtual format aimed to foster communication between job seekers and employers, with an option to live chat with recruiters, directly apply for positions and learn more about the companies. The event resulted in 63 attendees who explored 99 virtual company booths.

[Learn More](#)



Click Thru Job Fair

The Click Thru Job Fair in January 2021 proved a successful strategy to connecting job seekers with available positions at 90 local companies. Within one month, the webpage received 11,139 total views.



Isthmus Virtual Job Fair

The WDBSCW, in partnership with the City of Madison, Destination Madison, Downtown Madison, Inc., Greater Madison Chamber of Commerce, Job Center of Wisconsin, Madison's Central Business Improvement District and Madison Originals, hosted a virtual job fair to connect job seekers to the businesses that are hiring located on and surrounding the Madison Isthmus.

On June 2, 226 attendees had the opportunity to browse job postings from 41 companies.

Growing Healthcare Workforce in Rural

Communities

Six workforce development boards, including the Workforce Development Board of South Central Wisconsin (WDBSCW), received \$2.5M in funding under the U.S. Department of Labor's H-1B Rural Healthcare Grant to address rural healthcare workforce shortages in communities across the state.

The grant will help the partners of the project, a.k.a the "Collaboration of Wisconsin: Rural Investment in Community Healthcare (COW)," to address these critical workforce shortages by expanding, developing and providing employment and training in direct patient healthcare occupations through January 31, 2025.



"We recognize the need to support the industry's rural workforce pipeline, especially as we're recovering from the pandemic," said Seth Lentz, WDBSCW Chief Executive Officer. "This grant will help us combine forces to combat the workforce shortages and connect job seekers to great careers while supporting our rural community residents' access to quality care."

COW will serve communities within 17 counties to close the vast skills gap, reduce the number of open jobs and address the double-digit projected job openings in the healthcare industry.

Training and employment services will focus on occupations including ADN Registered Nurse, Home Health Aide, Medical Assistant and Clinical lab Technician, Substance Abuse Counselor, Social & Human Services Assistant, and Phlebotomist. The project will also support development of a new Telehealth certificate.

Current curriculum will be modified to allow for virtual or hybrid learning, including the use of simulation machines. The grant will also assist in developing new training programs for select occupations.

COW will primarily serve eligible unemployed and underemployed workers and a smaller number of incumbent workers with a concentration on serving Native Americans, women and formerly incarcerated individuals.

This federal funding is administered by the Northwest Wisconsin Workforce Investment Board (NWWIB). Questions regarding the COW program can be directed to Mari Kay-Nabozny, NWWIB Chief Executive Officer, at mari@nwwib.com or 715-682-7235 ext. 101.

Virtually Connecting Community with Industry

GuidEd is a campaign designed to offer the opportunity for school staff and high school students to get an inside look at local businesses and learn about the available career pathways in the hope of better relaying job and career information. Prior to the pandemic, business partners provided in-person tours of their facilities.

This year, the WDBSCW is partnering with the Manufacturing Alliance, Made In Dane Manufacturing Network and IT|BIO|HC Talent Coalition to host the event virtually on the WDBSCW's website. Manufacturing, information technology, biotechnology and healthcare businesses submitted videos offering an inside look at their facilities, information about available career pathways and a peak at their company culture.

Check out the videos and learn more on our website.

[Learn More](#)



Rapid Response

Our Rapid Response team continues to connect with individuals in virtual sessions to help them access the resources and services needed during their transition. If you know someone affected by a layoff, contact Renee Cephas at rcephas@worksmartnetwork.org.

Growing Skills through Independent Living



May was Foster Care Awareness month and the Youth Advisory Council members spent the month highlighting what foster care means to them and how the Independent Living Grant has helped them move forward.

Our Independent Living participants are thriving in new opportunities, like DeeDee who recently began Aveda's Esthetician program.

"I'm so thankful for the ETV program with Independent Living because it has helped me get started and maintain my housing. My goal is to graduate in August with my Esthetician Degree from the Aveda School in Madison and to eventually start my own business."

Upcoming Events

Virtual Career Fair

June 30, 2021

1:00 - 3:00 p.m.

[Learn More](#)

Virtual Career Fair - Collaborative with WDA 11

July 30, 2021

1:00 - 3:00 p.m.

[Learn More](#)

Youth Apprenticeship Virtual Career Fair

August 26, 2021

1:00 - 3:00 p.m.

[Learn More](#)

Virtual Career Fair

September 1, 2021

1:00 - 3:00 p.m.

[Learn More](#)

Individual Reenters

Community Thanks to W2W



Thomas was released from incarceration in April 2020 after nine years.

Before his release, he connected with the Windows to Work Program to learn about the services and support available to him, including career assistance. For further services, he co-enrolled in Workforce Innovation and Opportunity Act (WIOA) programming.

When he was released, Thomas moved into his sister's house and hit the ground running, applying for job after job. He worked with his Windows to Work Coach to prepare for employment, but also on coping with his transition, especially since he was released during a global pandemic.

Thomas initially found work at a factory but his goal was to find a job related to dog grooming because he earned a grooming certificate while incarcerated. Shortly after, he obtained employment at a highly sought after dog grooming establishment and began using his new skills to train his own German Shepherd to be a service dog.

Thomas continued advancing on his career journey and is now employed at Tradesmen International as a welder. In the transition, he received a \$5.50 raise and is now receiving good benefits.

In the News

[DWD Announces a New Resource for Wisconsinites: Apprenticeship Navigators](#) -

Apprenticeship Navigators are tasked with helping workers and job seekers connect to apprenticeship opportunities, as well as working with businesses to hire apprentices.

[Youth Apprenticeship Program puts students on career path](#) - Youth

Apprenticeships (YA) are a great opportunity for students to explore and experience a career. Check out this article to hear from local apprentices and Josh Fassl, Director of the Dane County School Consortium, on YAs in our region.

[How can California help laid-off retail workers find jobs? This state's approach may work](#) - Wisconsin is helping laid off retail workers transition to new employment

through a federal grant. The WDBSCW shares information on the workshops that helped these workers.

[Wisconsin Program Helps People Find Jobs After Prison](#) - Employment

reduces recidivism, and Wisconsin is taking strides to provide job support for people who have been incarcerated. Seth Lentz, WDBSCW Chief Executive Officer, explains why the reentry community is an important population for employers looking for talent.

Stay safe and healthy!

P.S. We're Social! Come join us.



Our mission is to build public and private partnerships that support innovation and excellence in workforce development.

The WorkSmart Network and Workforce Development Board of South Central Wisconsin are equal opportunity employer/program service providers. This product was created with funding from the Workforce Innovation and Opportunity Act (WIOA). If you need assistance to access our services in a different language or need this material in an alternative format, contact us. Deaf, hard of hearing or speech impaired callers may reach us by using Wisconsin Relay Services at 711. Proud partners of the American Job Center network.

Our mailing address is:

3513 Anderson Street, Suite 104
Madison, WI 53704

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