

**Planning and Development Committee  
March 18, 2015  
8:30 a.m. to 10:30 a.m.**

**Workforce Development Board of South Central Wisconsin  
3513 Anderson Street, Suite 104  
Madison, WI  
Conference Call/Webinar**

**Members Present:** Ed Clarke, Chair; Kathy Cromey, Co-Chair; Pam Christenson, Kathy Collins, Lindsay Jones, Barb LeDuc, Jim Martinez, Ann McNeary, Les Mirkin, Bill Orth, Mary Pasholk, Howard Teeter, Clay Tschillard, Terry Webb

**Staff Present:** Pat Schramm, Seth Lentz, Danica Nilsestuen, Erin Bechen, Jackie Hall

**Guests Present:** Jon Danforth, Jason Frey

Clarke called the meeting to order at 8:31 a.m. and noted that the meeting was properly noticed.

**Agenda Item 1 - Welcome and Introductions**

Clarke welcomed everyone.

**Agenda Item 2 - Review and Approval of the February 20, 2105 Planning and Development Committee Meeting Minutes**

Clarke asked for a motion to approve the minutes of the February 20, 2015 Planning and Development Committee meeting as presented. Teeter moved to approve the minutes as presented. Christenson offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

**Agenda Item 3 - Long Term Cases Clean Up Update**

Lentz reported that we started the discussion on long term cases clean up on January 9, 2015 and then had a more in depth conversation at the February 20, 2015 Planning and Development Committee meeting.

We had a larger number of cases that carried over and we developed a strategy to tackle those long term cases.

Lentz directed members to the PowerPoint presentation. He recapped the strategies to target the long term customers.

***Strategy 1 – Reduce annual contractual recruitment goal for those contractors with significant long term cases to support the focus on participant exit strategies.***

- Reduced the contractual number of new participants to be served for Employment and Training Association and Opportunities Inc.
- Increase the contractual number of participants to be exited for the Employment and Training Association and Opportunities, Inc.

Strategies to include industry focused orientations, boot camps, etc.

***Strategy 2 – Use the UI database to research all long term cases***

- 66 of the long term cases are still actively engaged
- Conducted searches on 361 participants
- Found information on 135 participants
  - Verified employment information on 85 participants and 50 participants remain active until employment can be verified
- Cases remaining to determine action = 428

Christenson asked about the 629 cases and if there will be searches on the remaining 268. Lentz reported that yes we will continue to do searches. Some of the staff had insights into some of those cases so searches weren't necessary but we will continue to look into the system for insights.

Clarke asked about the 85 and if we exited them. Lentz reported yes.

***Strategy 3 – Conduct intensive call strategy to reconnect with participants***

- Identified 90 participants as employment and previously scheduled to exit
- Identified 52 participants being held open due to JobCenterOfWisconsin.org (JCW) use. Likely employed. These individuals will eventually exit out from the program.
- Verified 14 actively engaged in training
- Identified 32 participants for reengagement in activity
- Identified 31 participants who can be exited due to exclusions (no performance impacts) – Medical: 12 participants; SSDI: 13 participants; Incarceration: 5 participants; Other: 1 participant

Lentz reported that in the end, there were 219 cases that we were not able to connect with. If we were to close these down, they would be non-positive exits.

We did do UI searches on these but we did not find employment data on these individuals. Schramm shared that we will do some additional cyber research on the 219 to make sure they are truly non-positives.

Clarke asked about the 52 and if these individuals were employed. Lentz stated that these individuals were employed at the end of services but we need to wait for them to not use the Job Center of Wisconsin (JCW) website for 90 days until we can positively exit them. Schramm stated this is a statewide problem on performance.

Jones asked how far back the cases go. Lentz stated that this targeted group have been in the program more than 24 months. These folks have been active in our program for more than 24 months.

Clarke asked about those that may have retired and if there was any indication of this happening. Lentz stated that we weren't able to get a lot of indication on this. There isn't a data source for us to verify retirement, thus we are figuring the people that retired are those that are not answering, not responding to staff outreach efforts.

***Strategy 4 – For those with a training history, explore engagement with college to enhance prior engagement***

- From the project, we have identified 25 participants that had received training (primarily healthcare and IT fields)
- Will outreach to all regarding the upcoming boot camps and academies

We didn't have a great communication line open with these individuals but through the call project, we were able to reengage and many are interested in additional services and assistance.

***Strategy 5 – Manage program engagement and performance***

Lentz reported that annual performance this year and next year is very important. In order to maintain our Board designation with the Workforce Innovation and Opportunity Act (WIOA), we have to maintain a positive performance structure.

We have identified 219 participants remaining who if exited at this time would likely be non-positive exits: Adult – 122, Dislocated Worker – 71 and Youth – 26. While we anticipate some level of non-positive exits this volume at one point in time would significantly compromise our annual performance results. We need to work with contractors to not collect non-positive exits but exit individuals throughout the year as appropriate.

Clarke stated that these 219 are potentially designated for exit but there are two or three additional steps that we need to take in order to verify that before we do take action which results in non-positive exits. These cases may contribute positively toward performance. Contractors need to take steps to exhaust options to re-engage individuals who may be in need of additional assistance. The goal of these efforts is to provide the best services possible and not intended to distort performance impacts by retaining non-positive cases.

Clarke asked how we talk about the fact that we are carrying these individuals on so we don't negatively impact performance versus being sure that these individuals are truly no longer in needs of additional assistance. This may also be a strategy to collect insights in to programmatic or contractor challenges.

Schramm stated we have been looking at the adult numbers. We are wondering if some of these individuals were from Transitional Jobs and if these folks are now in the Food Stamp program and the new structure may force them to reengage. Schramm shared that those on FSET will need to seek employment. We may find that some of these individuals are in a public assistance cohort and we plan to search their databases the next quarter.

Schramm stated that we may find some of these folks through the United Way Hire initiative as well. We may need to have an event with the Hire Consortium.

Webb asked if we looked to see if any of the individuals are enrolled at Madison College. Lentz said we do know that some were but we need to look in greater detail. Some of these individuals jobbed out of college.

Schramm stated that the Board staff may need to take hold of these cases to better research and manage them.

Jones asked what criteria we use to search for people. Lentz reported that for some of them we use their social security numbers. Some databases go by name and date of birth, etc.

***Strategy 6 – Conceptualize employability skill development and employment strategies and present any new strategies needed in mid-March 2015.***

- No new strategies for recommendation at this time
- Recommended strategies from the February 20<sup>th</sup> Planning and Development Committee meeting which were approved by the Executive Committee on February 24<sup>th</sup>.
- Allow for the implementation of those strategies to evaluate impact and consider model adjustments in May for July 1, 2015.

Lentz reported that this strategy gives us enough to work on and we don't have anything else to ask for to address the long term clean-up process.

***Next Steps – WDBSCW Staff to call back the 219 long term cases***

The census from the committee discussion was that the WDBSCW staff will coordinate with the various WIA contractors to collect and take responsibility for these long term cases. The WDBSCW staff will strategically work through the various partner resources to try and identify and additional information and address the cases as appropriate. This will likely take more than a quarter to work through and may result in cases being carried into next program year until these efforts have been exhausted.

**Agenda Item 4 – Financial Request**

Lentz directed members to the final slide. He reported that to implement the previous recommendation on the industry focus, front end, we really need to engage the support staff. Lentz shared that we have several vacancies in our systems and our contractors are doing a good job to help each other and provide coverage.

Request: The WDBSCW staff would like to request permission to evaluate contractors spending temporarily re-allocated resources from under expended contracts to support increasing the support staffing (clerical functions) through the end of this year (June 30, 2015).

This will not require additional resources but resources may need to re be reallocated between contractors.

Clarke asked about the make-up of the vacancies. Lentz reported that the vacancies are through the contractors but they are primarily in Dane County where there is the most traffic.

The 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 asked for a motion to approve the reallocation of funds to increase the Opportunities Inc. contract of no more than \$7,000 for the remaining three months of program year (until June 30, 2015). Martinez moved to approve the motion as presented Mirkin second. LeDuc abstained. Jones abstained.

**Agenda Item 5 – Adjournment**

With no additional business for the Committee, Clarke moved to adjourn at 9:45 a.m.

Adjourned: 9:45 a.m.

Attachment for Board Records:

- Agenda
- Planning and Development Committee Meeting Minutes from February 20, 2015
- PowerPoint