

**Planning and Development Committee
February 20, 2015
8:30 a.m. to 9:30 a.m.**

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

Members Present: Ed Clarke, Chair; Pam Christenson, Marcia Christensen, Paul Dietmann, Fred Hebert, Bob Kellerman, Barb LeDuc, Steve Lewis, Ann McNeary, Les Mirkin, Bill Orth, Mary Pasholk, Dave Phillips, Lynn Severson, Howard Teeter, Clay Tschillard, Terry Webb, Alan Langeteig

Guests Present: Jon Danforth, Ed Lee, Jason Frey

Staff Present: Pat Schramm, Seth Lentz, Erin Bechen, Danica Nilsestuen Tia Rice

Clarke called the meeting to order at 8:33 a.m. and noted that the meeting was properly noticed.

Agenda Item 1 – Welcome and Introductions

Clarke welcomed everyone and everyone introduced themselves. Clarke reviewed the mission of the Planning and Development Committee. Clarke reminded members that the staff at the Board does not provide services but local contractors do, and that we have guests from some of the contracting agencies present.

Agenda Item 2 – Review and Approval of the January 9, 2015 Planning and Development Committee Meeting Minutes

Clarke asked for a motion to approve the minutes of the January 9, 2015 Planning and Development Committee meeting as presented. Teeter moved to approve the minutes as presented. Kellerman offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 3 – Discussion of strategy to support new participant outreach and program enrollment for the remainder of Program year 2014

Clarke recapped the January 9, 2015 meeting. He stated that today's discussion will focus on how the work has been going thus far and a proposal to add additional resources.

Lentz reported that we have been focusing on targeting the long term case load and focusing on the previously presented strategies. We are recognizing the difficulty in balancing our efforts to address long term cases and exiting them out of the program, while paying attention to our recruitments and engagements.

Lentz reviewed the six strategies from the January 9, 2015 meeting and provided an update on each.

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

Update – Staff and Contractors have reevaluated and moved down contract goals.

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

Update – This has been completed. Through this process we found 104 that do have earnings reported. Now we need to verify employment is accurate.

Strategy 3 – Conduct intensive call strategy to reconnect.

Update – We did stage upcoming training and activities and these sessions are scheduled. So far we have found 204 individuals who are employed and 46 have closed services and are scheduled to exit the program.

Clarke asked if this means there are 300 found cases. Lentz stated that this does mean 300 of the 600 have employment and now staff need to verify this. We have not seen a large number of retirements but some relocations and some individuals who are seeking other services that will not impact our performance.

Strategy 4 – Those with training history, explore engagement with college to enhance prior engagement.

Update – We are going to continue to check on this and will have an update at the next meeting.

Strategy 5 – Conceptualize employability skill development and employment placement strategies for long-term unemployed, barriered, low skilled, populations present any new strategies needed in mid-March 2015.

Clarke asked about the individuals who found employment and how we didn't know. Lentz stated that we did lose contact with some individuals. Staff have had a fear of the negative effect on performance so they just left the cases open.

The performance calculations comes after we close services. The employment is then verified and credit is given. Schramm stated we don't get credit until it is verified by the Unemployment Insurance (UI) database.

Lentz reviewed the new strategy and recommendation.

Element 1 – Identify 1-2 WorkSmart staff with a low number of active participant to conduct industry targeted orientations that will align with the industry specific Boot Camps that would be operated by Madison College (12-20 hour sessions). The goal is to introduce job seekers to the opportunities and needs of industry.

Clarke asked if we are suggesting that there are staff with low caseloads. Schramm said that these folks have lower caseloads as a result of the clean-up. Schramm shared that these are contractors that we had in place pre-July 1 like EATA and Opp Inc.

Element 2 – Hold up to 7 short-term Career Pathway trainings aligned to the industry focused boot camps. Deliberate engagements to prepare customers for industry specific employment opportunities.

Christensen asked about the intended outcomes of the boot camps. Lentz shared that it employment skills, computer skills, as well as an opportunity to inform individuals of their options in training, employment, etc.

Christensen asked how long these short term trainings are. Lentz reported that these are between 8-16 weeks. These are delivered by the college, accredited and very specific.

Mirkin asked about Element 1-2 and if they replace all the orientations so they are more industry focused. Lentz shared that this won't be a complete replacement of the current structure but a pilot to see if this strategy works.

Element 3 – Fund a coordination function at Madison College to organize and manage Boot Camps and Career Pathway trainings.

Schramm directed members to a visual of the recommendation.

Clarke asked about the geographical spread of the staff. Lentz shared that we are still determining the appropriate staff. The volume is in Dane so there will be at least one here. He stated that we will need to work this through with Contractors.

Lentz reported that the boot camps and academies are available for all Contractors to utilize and refer people to.

Christensen asked how many WorkSmart staff there are across the region. Lentz reported 17-20.

Schramm shared that the old model of WIA and the need for core services then intensive service strategy will no longer be utilized in the new legislation (WIOA).

Webb stated that the customization of training to meet customer/student needs is a new way of thinking and the future of education.

Kellerman stated that this new system would work well for older workers as well. He asked what happens if a young person comes in and then changes their mind midway through pathway. Schramm shared that at the beginning it is important to lay a foundation for cross industry skills. The work the Board is doing with the college is focus the industry trainings so there are multiple directions.

Clarke asked about the funding composition. Schramm shared that it is WIA money that was in the budget as a placeholder. It will be available through June 30, 2015.

MOTION: Clarke asked for a motion to move the recommendation as presented. Hebert moved to approve the recommendation as presented. Teeter offered the second. Webb abstained from the motion. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 4 – Adjournment

With no additional business for the Committee, Clarke moved to adjourn at 9:28 a.m.

Adjourned: 9:28 a.m.

Attachment for Board Records:

- Agenda

- Planning and Development Committee Meeting Minutes from January 9, 2015
- PowerPoint