

Workforce Development Board of South Central Wisconsin, Inc. Planning and Development Committee Meeting Minutes

Ed Clarke, Chair; Kathy Cromey, Co-Chair; Dave Branson, Pam Christenson, Marcia Christiansen, Paul Dietmann, Kevin Gundlach, Lindsay Jones, Bob Kellerman, Joe Ledger, Margaret Leitinger, Barb LeDuc, Ann McNeary, Linda Mingus, Dave Phillips, Ryan Pulvermacher, Bryan Woodhouse

**November 28, 2017
8:30 a.m. to 10:30 a.m.**

**Workforce Development Board of South Central Wisconsin
3513 Anderson Street, Suite 104
Madison, WI 53704**

Members Present: Ed Clarke, Chair; Dave Branson, Marcia Christiansen, Kevin Gundlach, Lindsay Jones, Joe Ledger, Margaret Leitinger, Ann McNeary, Linda Mingus, Ryan Pulvermacher, Bryan Woodhouse

Via Phone: Barb LeDuc, Dave Phillips

Staff Present: Pat Schramm, Seth Lentz, Erin Bechen, Bri Shekels, Kim Larson, Andy Clayton

Guests: Julie Enloe, Jon Danforth, Linda Aroonsavath

Agenda Item 1 – Welcome & Introductions

Clarke called the meeting to order at 8:33 a.m. and welcomed everyone. Everyone introduced themselves. Clarke stated that the goal of the Planning and Development Committee is to oversee the systems the Board has in place and review, suggest and recommend changes and assist with contracts. He explained the importance of data and how it informs changes to the system.

Agenda Item 2 – Review and Approval of the April 4, 2017 Planning and Development Committee Meeting Minutes

Clarke asked for a motion to approve the minutes of the April 4, 2017, Planning and Development Committee meeting as presented. Branson moved to approve the minutes as presented. McNeary offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.



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Agenda Item 3 – Examine current program strategies and discussion of modifications needed to establish a PY18 model that we will the base of request for proposals for July 1, 2018 programming.

Clarke stated that there is a considerable lack of employees in the area and many employers suggest that they are having troubles finding workers. The goal of the meeting is to take a look at the populations we serve and think about how the systems we are using historically match up with the barriers they may face.

Lentz reviewed the materials in the folders.

Clarke directed members to Page 8 of the background information handout. He stated that we use a lot of these strategies to provide programming and the Brookings Institute “meet the out-of work” breaks these strategies down. He stated that the report reaffirms we have a lot of strategies that are appropriate for serving the people we are.

Clarke also reminded the Committee of data from the Georgetown report that looked at the job loss during the recession by education level. There was very minimal recovery with those who had a high school level or less. The need to focus on the preparation and also supporting the engagement and delivery of post-secondary education is critical.

He reviewed the strategies in detail.

Lentz shared the goal of the meeting is to understand the high level changes made to the options for design because of changes to the Workforce Innovation and Opportunity Act (WIOA); to understand how the self-sufficiency calculator works; and to determine if current program strategies and services are working using PY16 data as baseline for discussion.

- 1) Lentz shared information on the performance measures, credential attainment and the push for training that results in credentials.
 - i. Lentz explained that some training strategies that we use not fall under “Career Services” instead of the category of Training. Examples of this will be our work on establishing pre-apprenticeship work and Basic computer training. This kind of training will not usually result in a formal credential but they are necessary skills for successful employment. .
 - ii. There are several new tiles under WIOA. Title 1 – our program. Title 2 – focused on basic skill development, GED, testing, etc. WIOA, is pushing Title 2 investments to align with Workforce Development Board level work. The tech college is running a procurement and partners will need to describe how they align with the Boards and Job Centers as key hubs for delivery.
 - iii. Definition between training and support from a financial perspective. Under WIOA what is included in training vs support services costs has changed. Training cost is tuition and



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that is it. This means our support costs are climbing. The Board staff will articulate this more at future meetings.

Leitinger asked about supports and what they are. Lentz shared mileage, child care, equipment, etc.

Schramm shared that the short term training that doesn't have a credential will fall into service.

Clarke restated that alignment is expected between the college and the Board's work and that the college is going to need to be mindful of the performance that is attached to Title 2.

The college and the literacy networks have to submit proposals in January. We are currently working together on how to align. The college is going to ask for feedback about the service strategies and affirming there is collaboration.

2) Self Sufficiency

The State is now defining the criteria to determine if someone is self-sufficient. The goal of self sufficiency is getting people to a place where they are not using public assistance. The State has a sophisticated tool where you put in the family composition, earnings and it determines if they meet self sufficiency. Also shows the amount they need to earn to be self-sufficient. Lentz shared that we do this at eligibility (The idea is that if they are self-sufficiency, they shouldn't need training).

There are always extenuating circumstances (i.e. temporary job that is going to end). We also do this when someone is going into training so we know whatever training we are putting them in, will lead to self-sufficiency.

Clarke asked about the annual wage to be self-sufficient. Lentz shared that it is all based on family composition and other factors. Once training is determined, staff look at labor market info to make sure they will meet this threshold. The goal is to prove you are on a pathway to an increased wage.

Gundlach asked about self-sufficiency and the alignment with public assistance. Does it align with the cost of living? Schramm stated that the calculator takes public assistance out of the formula and factors in the county where you live.

Lentz shared that the bulk of the meeting is to focus on creating an opportunity to get feedback from members. The Brookings report created profiles based on diversity, age, etc. We are going to ask the Committee members to discuss: What else aren't we seeing? What else do we need to consider? What



other strategies and characteristics in workers are the Committee members experiencing within their areas of work?

Lentz reviewed the framework of our work and the WorkSmart Network service model as a refresher.

He reviewed the scorecard in regards to volume and activity at the three check points – Recruitment and Triage, Career Services, and Training Services. He noted that we corrected the recruitment and triage function to capture the group recruitment engagements as we weren't previously doing that and that is why the planned goal wasn't met.

Lentz directed members to the data sheet and reviewed it. Clarke noted that the Hispanic population data numbers are folded into the demographic because Hispanic is considered an ethnicity.

The Committee broke out into groups and each group had a customer profile to examine.

- 1) Young, less educated, diverse.
- 2) Less educated, prime age people – many English language learners.
- 3) Diverse, less educated, and eyeing retirement.

Lentz reviewed the questions that the breakout groups should think about.

After meeting for a half hour, the Committee reconvened and shared some thoughts.

1) Young, less educated, diverse.

- 20% of people currently serving, 21 years and younger, only high school diploma or less. Split this out to understand who does and who doesn't have a high school diploma. 41% were 35 and younger, 68% only had a high school diploma or less. Lack of post-secondary education.
- Lack of transportation.
- Lack of support of families – younger person needing to take care of kids.
- Lack of career awareness – what jobs are out there, what would it take?
- Solution – Life skill planning.
- Really looking at criminal justice background of people we serve now – understand and think about strategies.

2) Less educated, prime age people – many English language learners.

- Recognizing that sometimes there are self-psychological barrier to engaging and falling out of hunt of jobs. Confidence issues. Strategies around this include: recognizing staff that are well developed and trained. Importance of assessment, asking tough questions, giving feedback in a positive building manner. Creating an environment in an environment where individuals aren't used to this.
- Risk of adverse effects in regards to other benefits they are receiving. I.e. picking up another shift but having it affect benefits.



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- Financial and budgeting.
- Underemployed – How to engage underemployed and deal with these same things? Leaving what they are familiar with?

Barriers:

- Transportation
- Child care and available child care
- Driver's license attainment
- Availability of time.
- Technology – based on time, if don't have technology at home – have to fit in getting to a place with technology. Support home technology.
- Being efficient with time. Racking and stacking their time at while at a location receiving services. Alternative hours and locations.
- Essential element of business engagement as a partner. Having business champions for engagement.
- Build on Faith based community.
- Blending amenities into employers as well as training offerings. Clarke suggested trying this as a pilot. Leitinger suggested Quad Graphics as they experiment with this.
- Flexible schedule.

3) Diverse, less educated and eyeing retirement.

Missing Characteristics:

- Need to know additional details - where have they already accessed services.
- Knowing housing, transportation, etc. - key components before determining path of service.

Barriers to Success:

- Age discrimination – work around this.
- How to get individuals to come into the system – how do we find them?
- Dealing with lack of confidence, fear, and pride.
- Immigrant Workers – Unsure of their Future - Develop a Pathway to Citizenship (Trusted Partner)

How to Overcome Barriers:

- How to better identify trusted sources in the community.
- Showing successes in these areas - creates credibility.
- Use of apps to translate various messages and languages.

*The committee would like to see additional detail on demographics by county.

Lentz shared that the Board staff will take feedback and think about current design and what the next evolution of the system will look like. These will drive the highlights and adjustments to procurement



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process. At our next meeting, we will present this input and get feedback before releasing Request for Proposals.

Agenda Item 4 – Adjournment

With no additional business for the committee, Clarke motioned to adjourn at 10:32 a.m.
Adjourned: 10:32 a.m.

Respectfully Submitted:

Brian Pulford
Board Secretary
Workforce Development Board of South Central Wisconsin, Inc.

Attachment for Board Records:

- Agenda
- April 4, 2017 Meeting Minutes – Draft
- PowerPoint Presentation
- Data Sheet
- Profile Information
- Background Information/Georgetown Study



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