

Planning and Development Committee

**Tuesday, December 8, 2015
8:30 a.m. to 10:30 a.m.**

**Madison College Board Room
Room 122/130 of the Administration Building
Madison, WI**

Committee Members Present: Ed Clarke, Chair; Kathy Cromeey, Co-Chair; Nancy Elsing, Ann McNeary, Howard Teeter

Board Members Present: Joe Ledger, Nick Lampone

Members Present via Phone: Dave Phillips, Lynn Severeson, Clay Tschillard

Guests Present: Jon Danforth, Jason Frey, Karen Kretchmann

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

Agenda Item 1 - Welcome and Introductions

Clarke called the meeting to order at 8:35 a.m. and noted a quorum is presented. He welcomed everyone and all introduced themselves.

Agenda Item 2 - Review and Approval of September 29, 2015 Planning and Development Committee Meeting Minutes

Clarke asked for a motion to approve the minutes of the September 29, 2015 Planning and Development Committee meeting as presented. Teeter 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.

Agenda Item 3 - Update on Kraft and Tyson Dislocation

Schramm directed members to the handout in the folder which included information regarding the dislocation activities and proceeded to explain recent activities and discussion in which the WDB staff have been involved. Schramm shared that there are many members in the community that want to be involved in the response, but we are trying to collect as much information as possible and not make speculations. She went on to add that there are many assumptions being made and communicated which are inaccurate and the staff continue to try and correct those as often as possible.

Schramm went on to share what we do know at this time is that there is about 1,000 workers who will be affected within our region from these two main events but up to an additional 400 from other dislocations within the region. She noted that the recent activities are impacting the entire region due to the workforce distribution. Schramm referenced the handout which included a "Heat Map" showing the Kraft workforce distribution and concentrations. She also shared that at this time there appears to be approximately 300 corporate and 700 production workers being impacted. Some of the corporate workers were offered transfers and needed to inform the company of acceptance in early December.

Schramm shared that there is a meeting scheduled with the Kraft leadership to learn more about the timeline for the closure and that there is discussion with Dane County Executive, Joe Parisi, to hold a community meeting after December 15, 2015 to discuss the community response. She also shared that planning has already begun with Madison College to use the Commercial Avenue campus location as a service hub for the workers. Schramm also shared that the Union Leadership represents both the Kraft and Tyson workers. We have been and will continue to maintain regular communication with him while coordinating services and activities.

Nilsestuen shared that due to Union Contracts we believe that the represented Tyson workers will begin to be impacted within 60 days, while the Kraft workers may be out as far as May of 2016. It has been communicated the Tyson is planning to have the facility completely vacated by October 2016.

Nilsestuen also provided an update on the Eaton and Hamlin/Littlefuse dislocations in Jefferson. She noted that those companies had made announcements regarding workforce reduction, but due to production transition issues, the dislocations have been delayed and will likely start in January.

Agenda Item 4 – Recommendation for Additional Rapid Response Staff to Support Dislocation Activities

Lentz directed members to the handout containing the recommendation to expand the WIOA staff capacity to support rapid response activities. He reported that we are currently on track to engage the originally planned number of program participants as identified with our original contracts. With these new dislocations we will likely exceed our planned staff capacity. As we reviewed past rapid response data, we identified that approximately 75% of the affected workers participate in the initial worker presentations and approximately 40% actually engage in program services. It is our goal to increase the engagement percentage beyond the 40% but this will require significant staff dedication to support. With this level of workload increase we will need to increase contracts in order to not compromise our service delivery.

Lentz went on to explain that the recommendation provided in the handout is to commit up to \$64,000 to increase staff capacity to conduct Rapid Response activities and services for a 6 month period of January 1, 2016 through June 30, 2016. This action will provide funding equivalent to two (2) full-time Employment Specialists, for the remainder of this program year. The initiation and amount of these contract expansions will be contingent upon dislocation schedules and will be used to expand current contractor capacity.

Teeter inquired why there was a limitation to June 30, 2016 when the work would likely continue past this date. Lentz reminded that the current contracts and program year end on June 30, 2016 and we will be moving to a procurement in the spring for contracts for service provision which would begin July 1, 2016.

Clarke asked if we had the funds currently available. Lentz confirmed that there is currently resources available in our core allocation of funds to support this recommendation.

McNeary asked if we would engage current WorkSmart contractors. Lentz confirmed that we would remain within current contractors rather than issuing another procurement.

Teeter asked if we anticipate any challenges finding individuals qualified to do this work. Lentz responded that we have had preliminary discussions with contractors and would likely look to move current staff with program experience to these positions and backfill the core program positions with new staff as they will have the support from the other staff while orienting to the position.

Elsing inquired about ways to connect companies to the workers being affected. Schramm shared that we have established a survey which is being shared with companies to collect their workforce needs and company contact information as we will be working to create opportunities for workers and businesses to connect. Schramm also shared that we have issued a press release in an effort to provide information to the workers about upcoming activities and services. Also to let the workers know that they can contact the WDBSCW office for information.

Recommendation: Clarke asked for a motion to approve the recommendation. Nancy Elsing moved to approve the recommendation as presented. McNeary offered a second. No further discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 5 – Recommendations for WIOA Local Plan Sections I

Clarke provided an overview to the committee to remind them that the WDBCW has to establish a strategic plan every few years. The last plan was developed 4 years ago and updated 2 years ago. With the new WIOA legislation the State of Wisconsin has to develop a new WIOA plan and thus require the local workforce development boards to complete a new strategic plan as well. Clarke went on to explain that today we will begin the plan development by reviewing the vision, principles and goals that we have currently outlined. We will also look to evaluate the alignment of the WDBSCW plan elements to the State plan elements.

Schramm shared for now we want to start this process and this work will be occurring in various committee meetings and elements will come together for review and approval by the full WDBSCW prior to submission to the State on March 29, 2016. She went on to note that this is to begin to establish a baseline and we may continue to learn of new elements which we need to add, tweak or remove.

She went on to explain that the State has decided to develop a unified plan which set a common vision and goals for the workforce system including Wagner Peyser (Job Service) and DVR. While they will have their own plan there will be elements which we will need to weave into our local plan to ensure alignment of efforts and resources.

Lentz directed members to the Vision and Principles document. He explained that the document reflects the current WDBSCW Vision and Principles as well as some suggestions from staff. The staff suggestions were attempts to incorporate some of the concepts communicated in the State Plan to support alignment.

Tschillard asked for verification that when we are referencing the State Plan that we are referencing their current draft plan which is currently out for review. Lentz confirmed and Schramm added that the local boards also received a plan guidance tool to support local and state plan alignment.

The committee reviewed the vision and supported the proposed modification with slight language adjustments. The committee then moved to the Principles and had edits to language to increase clarity.

The committee supported the suggested adjustments to the Collaboration description.

Clarke noted that the flexibility language should be modified to not use flexibility in the description. There were several recommendations for language to include concepts relating to creativity and the ability to respond. The staff will work to modify the language for presentation later.

Innovation was discussed as it was not an independent principle reflects in the State plan but was a Principle in our Local plan. The committee agreed to maintain this as an independent Principle.

Teeter inquired about the language being used in the Regional definition. He expressed concern that the language implies that regional economic development and promotion is not strong enough and wasn't sure if that was the intent of the language. The committee discussed this and agreed that the language needed modification to, but wanted to be sure that both employers and employees were reflected in the definition. The staff will work to modify the language for presentation later.

Lentz noted that the first three lines of the Customer Focus definition were new and should have been underlined to be consistent with the previous language presentation. The committee suggested some minor language modifications. The staff will work to modify the language for presentation later.

Teeter noted that the priorities seem to be lacking a focus on the importance of anticipation. He went on to explain that he believes that this is an important characteristic of the WDBSCW. Clarke suggested that this concept may fit within the definition provided with Flexibility. The staff will work to modify the language for presentation later.

Clarke offer the suggestion to change Fiscal Integrity to Fiscal Responsibility. He went on to note that this would support not using the work to define itself. The group agreed with the suggestion.

Clarke noted a similar situation within the definition associated with Valuing People. Value is used in the definition and changing the wording would remove redundancy and improve clarity. The committee agreed with the suggestion.

Schramm explained that based on the guidance the addition of a principle to highlight the importance of being data driven and focused on performance accountability. The committee discussed the role of concept of being data driven and that seems to be embedded in several of the principles but felt the performance accountability was important to include as a principle. The committee also connected the concept of continuous improvement with data driven and felt that language could be added to the Innovation definition. The staff will work to modify the language for presentation later.

Schramm suggested that the WDBSCW staff work on re-writing these and present them back to the committee at the next meeting and re-emphasized that as we continue the process we may add additional language as necessary.

Clarke then directed the committee to the next handout which was to focus on the Goals. He went on to explain that the review process was intended to be similar to the process used for the vision and principles.

Lentz provided an explanation of the handout materials and the sources of the information which again included the State plan and local plan guidance documents in comparison to the current WDBSCW local plan.

Clarke noted that the first State goal appears to be system focused, the second is to assure the system is responsive, the third is focused on the One-Stop system, and the last is focused on results.

Teeter noted that the goals seem redundant to the information communicated in the principles. Schramm noted that the goals should align with the principles.

Clarke suggested that we consider adopting the State goals and align our current and future strategies to align with those goals. Teeter agreed that this would allow us to focus on our strategies and if there are current strategies that don't align, we can evaluate if we need to add a new goal(s).

Clarke inquired about the next steps in the plan development. Schramm noted that the labor market data analysis will be one of the next elements to present to the committee for discussion. There was some further discussion regarding our current plan strategies of industry partnerships and career pathways and how they will likely interface through the plan and may be impacted as we work through the other sections of the plan.

Schramm also noted that the additional handouts were examples of recent policies which had moved through the WDBSCW that will eventually be reflected in the Local Plan. These handouts were just for reference purposes to provide examples of policies which will continue to come before the committees and the full board for consideration and action to support the local plan development.

Agenda Item 6 – Adjournment

With no additional business for the Committee, Clarke asked for a motion to adjourn. Teeter moved to adjourn. McNearly offered a second. No further discussion followed on this motion. The meeting was adjourned at 12:49 p.m.

Respectfully Submitted:

Laura Cataldo
Board Secretary
Workforce Development Board of South Central Wisconsin, Inc.

Attachment for Board Records:

- Agenda
- Planning and Development Committee Meeting Minutes from September 29, 2015
- Reference Document – WIOA Adult Eligibility and Priority of Service Policy and Dislocated Worker Eligibility
- Recommendation to Expand WIOA staff Capacity to Support Rapid Response Activities
- Draft Local Workforce Planning Document - Vision and Principles
- Draft Local Workforce Planning Document - Goals