

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

**January 9, 2018
8:30 a.m. to 10:30 a.m.**

**Madison College Foundation
3591 Anderson Street – Room 111
Madison, WI 53704**

Members Present: Ed Clarke, Chair; Dave Branson, Marcia Christiansen, Bob Kellerman, Margaret Leitinger, Ann McNeary, Linda Mingus, Ryan Pulvermacher

Via Phone: Barb LeDuc, Lindsay Jones

Staff Present: Pat Schramm, Seth Lentz, Erin Bechen, Danica Nilsestuen, Jackie Hall, Megan David, Andy Clayton

Guests: Julie Enloe, Jon Danforth, Jason Frey, Linda Aroonsavath

Agenda Item 1 – Welcome & Introductions

Clarke called the meeting to order at 8:32 a.m. and welcomed everyone. Everyone introduced themselves. Clarke reviewed the mission of the Planning and Development Committee.

Agenda Item 2 – Review and Approval of the November 28, 2017 Planning and Development Committee Meeting Minutes

Clarke asked for a motion to approve the minutes of the November 28 2017, Planning and Development Committee meeting as presented. Christiansen 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 State and Department of Labor Monitoring

Lentz reported that the state is coming in to do monitoring on our governance, oversight and contracting. With the new legislation, they are doing extra digging. They will be in our office for four days and they will have a team at the job center for four days. We will be getting reviews on governance



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and Board structure. They will also do a programmatic review – file reviews, asset reporting on participants, meeting with contractors and site reviews at Job Centers. Lastly they will do a fiscal review with Lameece. This will take place the last week of January. This is the local state level monitoring.

He noted that we are also monitoring our contractors and that the Department of Labor (DOL) will also be monitoring the state so they will be monitoring us as well. They will be looking at how the state is handling the oversight at the local level. This will take place in June.

In addition, Lentz reported that the local plan will need to be updated. We are hoping it is a high level update but we are waiting on guidance. Schramm added that she believes the DOL visit will be positive and will be more technical assistance based.

Agenda Item 4 – Discussion and Approval of Recommendations

Clarke reported that at our last meeting we looked at some reports, some data and now we will be looking at some recommendations to our system.

Lentz directed members to the “Drafted Recommendation” handout.

There are three recommendations which will be explained in further detail, for consideration:

1. A modification to the urban and rural model designs and affiliated staffing roles.
2. The build-out of the pre-apprenticeship platform across industries and an adjustment to the financial model of this platform.
3. An adjustment to the staffing strategy related to Rapid Response (services for affected workers of company dislocation/downsizing).

He reviewed the program year 2017 updates.

- Overall, the current WorkSmart Network system design that serves adults and dislocated workers with WIOA program funding is working.
- Reduction of lost clients: Contractors are using the new tracking systems designed by the Board staff to track customer program activity.
- In PY16, we missed our recruitment, assessment and triage goal by 25%. The WDB staff realized that we did not setup the correct tracking tool that would enable the system to capture the number of group presentations that were made in the community. This tracking issue has been addressed for the current year. However, after reviewing the data, we are re-evaluating whether we have the right design for recruitment and triage efforts and will be making a recommendation to modify the urban model design.
- In PY16, we also established the Memorandum of Understanding (MOU) regarding Job Center operations. The MOU establishes and articulated the expectations for the WIOA required partners commitments to the Job Center. The MOU reflect the expectation of Career Services to be aligned and anchored in the Job Center, common branding expectations and infrastructure cost contribution expectations.



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Clarke asked how the collaboration of the MOU is going. Lentz shared that it is going well and although we don't have authority, the entities are working well together and are interested in coordinating and collaborating. Schramm added that she believes the MOU will be a large conversation during the DOL monitoring. She reminded the Committee that all the entities performance rolls up to one federal performance and the incentive is the State not losing funds.

RECOMMENDATION #1

Lentz stated that the first recommendation deals with the two models in the service delivery. He reviewed the current design model. The recommendation involves establishing two different models: (1) an urban model; and, (2) a rural model, to deliver services to adults and dislocated workers, with slight modifications outlined below.

Urban Model Design

The WDB staff recommends separating the functions of recruitment, assessment and triage into two (2) separate staff roles and, integrating the role of the Academy Navigator into the Training Navigator role.

Outreach and Recruitment: The role of the “*Outreach and Recruitment Specialist*,” will concentrate on building community relationships, resources and broadly conducting outreach. The participant outreach function of the role would be augmented by a workshop series, which will be conducted by the existing Career Services Specialist staff in collaboration with Job Service and other One-Stop partners. These workshops will be open to the public.

Assessment and Triage: This function will be housed with a new role of “*Career Planner*.” The role will team with the Career Services Specialist(s) to conduct all of the required elements to enroll individuals into WIOA programming. The *Career Planner* will be available following the public workshop series offerings to meet with people who are interested in continuing into WIOA programs and services.

Training Navigator: The WDB staff also recommends integrating the functions of the Academy Navigator role into the Training Navigator role. Currently, individuals who are attending short-term cohort training programs at the technical college are served by staff persons external to the technical college. In the rural parts of the service region, this blended model has worked well. The recommendation would place the responsibility of providing services to individuals pursuing *any level of training* at the technical college with the technical college-employed Training Navigator(s).

McNeary asked about the recruitment strategy. Schramm shared that the role is community outreach. We need to be in the community and leveraging other programs (i.e. TANF). Everyone should be able to receive services from one of the partners depending on their situation.

Margaret shared that feedback/reviews are so great and adds credibility to recruitment and programing.



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Rural Model Design

Lentz shared that the WDB staff recommends keeping the existing WorkSmart Network system design used in Program Year 2017. The volume of people who engage in workforce development services in the rural parts of the service region is significantly less than that of the urban. This volume variable requires integrating functions into individual staff members to maintain efficiency.

However, in reviewing the data, we recognized that we have a challenge in serving persons residing in counties that do not have full-time American Job Center operations. Our challenge in the rural areas is to increase the number of people receiving services in Columbia, Dodge and Marquette counties. The WDB staff will work with partners to enhance the provision of services, which may include setting minimum service level expectations in the upcoming procurement of contracted services. These strategies may involve leveraging business partners more deliberately, as we have discovered that few organizations in this area currently possess strong expertise in workforce development. At this time, we are unsure of the financial resource needs to support these efforts, but the WDBSCW staff would request endorsement to explore and present recommendations.

System Recommendation #2

Lentz stated that the second recommendation is to augment the Career Pathway Training platform with more deliberate pre-apprenticeship offerings across industries. This will require an adjustment to the financial model supporting customer training.

Lentz shared that we found that participants of prime working age (25-34 years old) that possess only a high school diploma or less, aren't electing to pursue training opportunities available to them.

Our evaluation of this data suggests that a blended work/training platform (pre-apprenticeship) may suit the evolving needs of our working population. The WDB staff is requesting endorsement to aggressively target resources to this work by targeting the 25-34 age group, with the understanding that the work would reap benefits to all populations we serve.

Kellerman asked about the 55 plus. Lentz shared that one of the issues is that we don't have huge numbers but their education level is good in comparison and they are taking advantage of the training platforms. They recognize the value of education and ability to receive funding for it.

Clarke asked what the advantage of pre apprenticeships is.

Schramm stated that when we started to do Career Pathways, the embedding credential was there. It is harder now with the formal career pathways, WTCS is requiring additional academic courses beyond the basic technical skills courses within the "WTCS approved Career Pathway credentials". If we can do pre-apprenticeship and align to the college programs – it creates an on ramp to career pathways.



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System Recommendation #3

The WDB staff recommends that each WIOA contractor appointed to deliver career services maintain the staffing structure to support Rapid Response (company closings/downsizings) events. This structure would assign a Career Service Specialist to a unique Rapid Response event. Each Career Service Specialist would work with the WDB Adult/Dislocated Worker Program Manager to arrange and deliver information sessions (orientations) to affected workers. Furthermore, the Career Service Specialist would then work with the WorkSmart Network System team to provide services with the goal of engaging a minimum of 25% of the affected workers from each event.

MOTION: Clarke asked for a motion to approve the three recommendations as discussed. Kellerman moved to approve the motion as presented. Branson offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Recommendation: OSO

Lentz reported that the Board staff is recommending the extension of One-Stop Operator (OSO) services for the 2018 Program Year (PY18 – July 1, 2018 to June 30, 2019).

The Workforce Innovation and Opportunity Act requires that Workforce Development Board competitively procure the One Stop Operator. We last procured these services in January of 2016.

The One Stop Operator will provide support to the Dane County Job Center (single comprehensive One Stop (Job) Center and Affiliate Job Center locations in South Central Wisconsin Workforce Development Area.

Proposed Services/Roles:

1. Support the WDBSCW in the management of the South Central Wisconsin One-Stop System Memorandum of Understanding (MOU).
2. Support the WDBSCW in maintaining the Dane County Job Center Comprehensive Job Center Certification status as well as the Affiliate Job Center Certification status.
3. Implement training or staff development, such as customer services training, cross training on Partners services or other community services, for the One Stop Center staff.
4. Support the coordination of outreach and recruitment plans for the One Stop Center.
5. Insure compliance with all state and local policies and procedures related to the One Stop Center. Examples are serve as complaint officer, conduct ADA, Equal Opportunity, and Accessibility compliance reviews and arrange technical assistance as needed.
6. Implement and oversee technology solutions to manage and support enhanced cooperation and coordination of Core Partner Programs (Activities and Resources).
7. Responsible for coordinating physical space planning, monitoring upkeep, and facilitating adjustments.
8. Support the achievement of WIOA performance standards.



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9. Support the continuous improvement, integration and alignment of WDBSCW initiatives.

Clarke asked who currently holds this contract and Lentz shared EATA.

MOTION: Clarke asked for a motion to approve the OSO recommendation as discussed. Branson moved to approve the motion as presented. Christiansen offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Recommendation: Windows to Work

Lentz reported that the Board staff is recommending to renew the contract with the Employment and Training Association (EATA) to provide Windows to Work (W2W) program services to for Program Year 2018 (July 1, 2018 – June 30, 2019)

- Contract with Employment and Training Association (EATA)
- For up to \$137,750
- To serve a minimum of 50 new participants
 - Approximately 25 per institution

Lentz reminded the committee that Windows to Work is a pre- and post-release program designed to address several criminogenic needs that can lead to recidivism, including employment, education, anti-social cognition, anti-social personality and anti-social companions. The program is funded by a Becky Young Recidivism Reduction Appropriations through the Department of Corrections (DOC) and is operated at the Oakhill Correctional Facility in Dane County and Fox Lake Correctional Facility in Dodge County.

WDBSCW conducted a procurement for the delivery of this program in May of 2015 and selected the Employment and Training Association (EATA) as the service provider. They have successfully operated this program for our region and since their engagement we have achieved an increase on our allocation, increased our numbers of offenders served as well as the number of offenders being co-enrolled with the WIOA programming.

In August (2017) the Executive Committee approved expanding the EATA contract pending the approval of the State Budget. In September with the passing of the State Budget the WDBSCW received an increase in resource allocations to acquire program operations at Fox Lake Correctional Facility. This increased our annual allocation to \$165,000.

Considering the significant amount of onboarding time required in relation to this program and the past contract performance, the WDBSCW Staff recommends committing to the renewal of this contract for the 2018 Program Year (July 1, 2018 – June 30, 2019).

Clarke asked about the procurement and our general practice of every couple years. Schramm shared that process is for Workforce Innovation and Opportunity Act (WIOA) programming. But when we write



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grants and we usually name the subcontractor in the grant. We don't need to procure subcontractors that are named as part of a larger grant application by the Board. The DOC is not requiring that anyone in the state procure contractors unless there are issues going on.

Clarke would like the Board to think about this for legality. Christiansen suggested calling it sole source. The committee agreed to amend the recommendation to include a sole source because of the requirements and add a clause that if anything goes wrong, there is an option to not renew the contract.

MOTION: Clarke asked for a motion to approve the Windows to Work recommendation as a sole source contract with the clause that if anything goes wrong with the contract, the Board has the option to not renew the contract. Christiansen moved to approve the motion as presented. Branson offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Schramm shared that all the recommendations discussed today will go to the Full Board on January 18, 2018.

Agenda Item 5 – Adjournment

With no additional business for the committee, Clarke motioned to adjourn at 10:32 a.m.
Adjourned: 10:17 a.m.

Respectfully Submitted:

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

Attachment for Board Records:

- Agenda
- November Draft Meeting Minutes
- OSO Recommendation
- W2W Recommendation
- System Recommendation
- Service Delivery Models



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