

## Southwest Wisconsin Workforce Development Board Meeting Minutes March 29, 2006

The Southwest Wisconsin Workforce Development Board Meeting was held on March 29, 2006 at the Platteville Golf and Country Club, Platteville, Wisconsin.

Attendance was as follows:

BOARD MEMBERS PRESENT	
Private Sector	Public Sector
Ms. Tammie Engelke	Ms. Amy Banicki
Ms. Cindy Harrington	Ms. Suzanne Lee
Ms. Jennifer James-Baker	Mr. Tom Daly
Mr. Larry Rentfro	Dr. Karen Knox
Ms. Margery Tibbetts, 1 <sup>st</sup> Vice Chair	Mr. Tom Larsen, Secretary
Mr. Scott Stocker, Chair	Dr. Gary Albrecht
Mr. Charles Elliott	Ms. Judy Steinbicer
Mr. James Finley, Treasurer	Mr. Geoff Upperton
Mr. Tom Schraeder	Mr. Larry Ward
	Mr. Gary Bezucha
(9)	(10)
	Total (19)
BOARD MEMBERS EXCUSED	
Private Sector	Public Sector
Mr. Tom Hogan	Mr. James Otterstein
Ms. Angie Skoubis	Mr. Walter Orzechowski
Ms. Regina Prude	Mr. Bruce Palzkill
Mr. Ken Hendricks	
Ms. Shari Schaff	
Mr. Steve Scaccia, 2 <sup>nd</sup> Vice Chair	

1. **Call to Order:**

Chairperson Stocker called the meeting of the Southwest Wisconsin Workforce Development Board (SwwDB) to order at 5:48 p.m. He introduced Mr. Gary Bezucha who is replacing Mr. Larry Rentfro on the Board. Mr. Bezucha is the CEO of Boscobel Area Healthcare.

A quorum was established with 19 members present.

2. **Approval of Meeting Minutes** (Enclosure 1 on file)

Mr. Elliott moved, and Ms. Tibbetts seconded a motion to approve the minutes of the January 18, 2006 Board Meeting as presented. **Motion carried unanimously.**

3. **Approval of Minutes of the February 22, 2006 Planning/Visioning Meeting** (Enclosure 2 on File)

Mr. Daly moved, and Ms. Harrington seconded a motion to approve the minutes of the February 22, 2006 Planning/Visioning Meeting as presented. **Motion carried unanimously.**

Chairperson Stocker recognized Judy Steinbicer, Larry Rentfro and Tom Daly for their years of service on the Board. All three members are retiring and will no longer serve on the Board. They were each presented with a plaque signifying their years of service to SWWDB. Dr. Borremans extended his appreciation to all three members, but especially cited Mr. Daly for his leadership with the other county board chairs and as a champion for workforce development in our area. Mr. Daly thanked Dr. Borremans for a great working relationship, and challenged the Board saying that if SWWDB is going to accomplish its purpose then Board members must engage their county board chairs.

4. **Informational Program**

None.

5. **Financial Report** (Enclosure 3 on File)

Ms. Meudt presented the quarterly financial statement. She stated that as of February 28, 2006 there are \$117,000 in training dollars that are un-obligated. Mr. Schraeder asked where the \$117,000 shows up and Ms. Meudt stated that it does not appear on this financial report because it represents actual expenditures. SWWDB uses a Payment Authorization System (PAS) to track training funds that have been obligated. There is a lag time between when a training expense is obligated and when it is paid. Ms. Meudt said that total SWWDB revenue is slightly over \$5 million. Ms. Knox referred to the second page of Expenses and Revenues and asked if there were a standard percentage of funds expended given the time of the year. Ms. Meudt stated that most of the grants have different beginning and end times, so each would have a different benchmark.

Ms. Meudt said that a majority of the un-obligated training dollars is for dislocated workers, and will most likely remain un-obligated unless a large dislocation occurs. Ms. Meudt further stated that a large portion of the younger youth funding is incurred in the summer. Mr. Stocker asked how CESA 2 was doing. Ms. Tucker stated they are doing very well and Dr. Albrecht stated that the new project manager is doing well.

Mr. Finley moved, and Ms. Knox seconded a motion to approve the Financial Report as presented. Motion carried unanimously.

6. **Unfinished Business**

None.

7. **Consent Agenda**

None.

8. **New Business**

A. **Executive Committee**

No meeting. No action items.

**B. Finance Committee**

Minutes of the January 18, 2006 meeting. (Enclosure 4 on file)  
No action items.

**C. Program Operations Committee**

Minutes of the January 17, 2006 meeting. (Enclosure 5 on file)  
No action items.

**D. Workforce Services Committee**

Minutes of the January 18, 2006 meeting. (Enclosure 6 on file)  
No action items.

**E. Other New Business**

**1. Approval of SWWDB WIA Local Plan 2005-07 – Phase 2** (Enclosure 7 on file)

Dr. Borremans presented a PowerPoint presentation summarizing facts used to redesign the area Job Center system and develop the local plan document.

He showed the number of agencies co-located at each job center noting that Rock County has the largest participation.

The assumptions driving redesign of the system include:

- Funding reduction – SWWDB has lost 10% funding for both youth and adult programs since 2003. SWWDB has been protected by “hold-harmless” provisions or could have lost a greater amount. This trend is expected to continue.
- Inability to sustain current Job Centers – Job Center system statewide was overbuilt. The eight (8) job centers in southwest Wisconsin serve a population of 300,000 people, compared to the South Central WDA which has 6 job centers serving 900,000 people. SWWDB will not be able to sustain this infrastructure due to declining resources.
- Overlapping job center service area – Assuming that a thirty minute drive time to reach a job center as acceptable, there is significant overlap of job center service areas. To the extent possible, the intent is to provide services in communities that currently have a job center facility.
- Job centers should be located in higher population centers – Noting the population change from 1990-2004 the largest communities with a job center are Janesville/Beloit, Monroe, Platteville, Richland Center, Dodgeville, Darlington, Lancaster and Fennimore.
- Technology solutions can extend services – Technology systems have application to the job center service delivery system. Internet-based (enhanced website) systems and call center concepts can be used to extend services. The technology exists that will enable WIA funded program operator staff to interact real-time and assist participants using a new virtual job center website.

Dr. Borremans stated that the Local Elected Officials (LEOs) have approved SWWDB as the One-Stop Operator (OSO). He then presented the recommended revised job center structure for southwest Wisconsin. The Rock County Job Center (RCJC) would be the Comprehensive Job Center (CJC). Monroe, Platteville and Richland Center would be WIA staffed Access Points of Service (APS). Fennimore, Lancaster, Darlington and Dodgeville will be partner-staffed APSs with WIA staff providing services on an itinerant schedule.

Dr. Borremans presented the Job Center Service Flow Chart showing the recommended service delivery system for jobseekers and employers. A critical element in the system will be the Virtual Job Center. It will serve as a tool for service delivery extending services beyond the physical job center sites to anywhere there is Internet access. Many of the core and intensive services available through a current job center site will be available through the Virtual Job Center website. In addition, the administration and scheduling components of the website will improve participant tracking and accountability.

Job Matching is another critical component of the new service delivery system. The ultimate goal of WIA and Job Center services is linking jobseekers with employers and placing them in employment. Greater emphasis needs to be made to match the skills of jobseekers with the job requirements of employers. WIA legislation is based on a "work-first" approach, but if employment does not occur, a case manager can be assigned to provide additional assistance either face-to-face or through the Virtual Job Center website.

Dr. Borremans then showed how employer services will be delivered using the Virtual Job Center website and job matching services. He noted that SWWDB still needs to develop a portfolio of employer-related services that will be available through the Job Centers. This will be completed by the Job Center employer relations teams.

Dr. Borremans then displayed a restructured job center network map showing the Janesville CJC and the three (3) WIA-staffed APSs. The map also showed that the four (4) communities with partner-staffed APSs fall within reasonable commuting distance of the staffed Job Centers. He stated that SWWDB staff believes services can confidently be provided through this structure.

There was a discussion on median wages. Originally, DWD provided SWWDB with a figure of \$ 12.93/hour as the median wage for all jobs in the Southwest Wisconsin WDA. The Board, at the retreat, felt this was unreasonably high and wanted median wage data by county. DWD has provided county data showing Green, Iowa, and Rock Counties exceed the \$12.93 median wage, while Lafayette, Richland and Grant fall below it. Mr. Elliott asked where this information came from and was told it came from state wage data. Ms. Charles noted that the State feels the data is accurate but they will not certify the information. The LEOs have requested that the Board urge the State to remove government and education wages from median wage calculations.

Dr. Albrecht asked if there were any down sides to having a virtual website. Dr. Borremans stated that the effectiveness of service delivery is a concern when

people have had access to a Job Center facility , but finding cuts necessitate new approaches. Mr. Larsen asked if job centers will be working with local libraries and Dr. Borremans said yes but SWWDB has not yet stated making contact with libraries and community organizations.

Dr. Borremans stated that funding guidelines/allocations are not available at this time. The Bush Administration has asked for a 15% reduction in domestic programs including WIA funding. Information on SWWDB's PY 06-07 allocation is not expected for several months. This year DWD has indicated that the allocation will be distributed in two parts. While allocation information is not available, it is estimated the SWWDB will receive \$250,000 to \$300,000 less in WIA funding.

Ms. Tucker then began a review of the plan document. She stated that Mr. Palzkill was unable to attend the Board meeting but he prepared written comments regarding the plan. Mr. Palzkill had two comments – 1) funding for incumbent worker training and 2) inquiring about what services will be offered for a fee and expressing that the fee revenue should be shared by the partners for job centering efforts. Ms. Charles stated that the fee for service activities may not initially generate revenue. DWD has indicated that fee for service revenue must be shared among the partners. Ms. Charles also stated that SWWDB intends to return fee revenue to be used to support the service delivery systems.

Ms. Tucker stated that Mr. Palzkill did not like the wording of "Virtual Job Center" and that it may imply that the website is replacing the existing structures. As Ms. Tucker noted from Mr. Palzkill's comments, SWWDB is not replacing job centers but supplementing service delivery through the virtual website.

Ms. Tucker explained that the first portion of the plan listed the WDA vision, goals, strategies/measures and the process used to develop the vision and goals. The redesigned system will incorporate financial literacy training, work ethic for younger youth, career laddering and career resiliency. Training also must focus on high-wage, high-growth industries, which have been identified as manufacturing, health care, bio-agriculture and logistics.

Ms. Tucker discussed how services will be delivered. Mr. Ward, referring to the map of the restructured job center network, stated that there is not much coverage in the Prairie du Chien area. Dr. Knox stated that there is a job center in Crawford County and it is affiliated with the Western Wisconsin WDB. A person from this WDA may use that job center, but WIA services are generally tied to the WDA based on the person's community of residence. Ms. Lee stated that for DVR, it does not matter where a person resides.

Ms. Tucker stated that SWWDB is expecting that Job Center services will be consistent across the area. Smaller job centers have not provided services consistent with the larger centers. The resource room is the primary service area and it is expected that the resource room will be staffed at all times that a Job Center is open. Job Centers must incorporate more career counseling.

SWWDB is responsible for negotiating Memorandums of Understanding (MOUs) with all Job Center partners. These must be completed and submitted to DWD by July 1, 2006. SWWDB must identify what each partner is going to contribute to the

job center. There have been previous MOUs, but they were not as detailed as required by the new format.

There was also discussion regarding the continuous improvement requirement and the Baldrige Express Self Assessment Survey. The results of the Baldrige survey are being processed and should be available by the end of April.

SWWDB is also encouraging Job Center staff to pursue professional credentialing from NAWDP. Dr. Knox asked how much the certification costs. Dr. Borremans stated that it is \$250.00 per person. Mr. Upperton indicated that there is an annual fee that is due and recertification needs to be done every three years.

Dr. Borremans stated that the LEOs were in agreement that the Board should be the OSO, and SWWDB has received letters of support from various partners to serve as OSO. Mr. Upperton commented that it was good that SWWDB remains the OSO.

Ms. Tucker stated that WIA Title I services must include Financial Literacy, Demand-Driven Counseling and Training Funds targeting high wage jobs. The University of Wisconsin-Rock County has written a grant that, if funded, would allow SWWDB to have career counselors in the job centers. Dr. Borremans stated that the benefit of the U-Rock proposal is that SWWDB would not have to pay for career counseling services.

Mr. Upperton moved, and Mr. Elliott seconded a motion to approve the WIA Local Plan, Part 2 as presented. **Motion carried unanimously.**

**2. Award of Contract for Development of Virtual Job Center Website** (Enclosure 8 on file)

Dr. Borremans stated that a Request for Proposal (RFP) was sent to 24 different Madison-area vendors. Clifton Gunderson Technology Solutions (CGTS) and Yahara Software (Yahara) submitted a proposal. Mr. Schultz, Ms. Meudt and Dr. Borremans evaluated the proposals.

Mr. Schultz briefly discussed that even though Yahara had a lower cost proposal, the reviewing team had strong rationale for recommending CGTS to the Board.

Yahara's language was very generic and did not explain the design flow of services as well as CGTS. Yahara required substantially more hours to complete the project, and the review team felt that CGTS would still be able to finish the project on time. CGTS also has the knowledge of current SWWDB network and systems.

In addition, Yahara stated they were a Microsoft gold partner; however, their website indicates they are only a preferred partner. CGTS has a wide array of credentials, and they have the highest certifications through Microsoft. CGTS has significantly more experience (40 years) compared to Yahara (4 years). Ms. Steinbicer asked why CGTS was bidding fewer hours but had higher costs. Mr. Schultz stated that it was because of competency and experience which translated to a higher billable rate. Ms. Steinbicer also asked if there was a point system used in judging the proposals and the answer is yes.

Dr. Borremans stated that the North Central Wisconsin WDB and Northwest Wisconsin WIB have both confirmed interest in the project and have agreed to share the cost. Mr. Larsen asked who would own the rights to the website. Dr. Borremans stated that SWWDB would own the rights. He further stated that SWWDB would be using WIA funding to develop this website, so the WDBs would not be able to sell it.

The Council on Workforce Investments (CWI) has put out a strategic initiatives RFP and SWWDB will submit a proposal for development of the Virtual Job Center. Mr. Larsen asked if there would be any proprietary sub systems from CGTS. Dr. Borremans stated no, CGTS has indicated that there would not be any.

Mr. Upperton moved, and Mr. Elliott seconded a motion to accept the proposal from CGTS after negotiation to reduce the current bid. **Motion carried unanimously.**

9. **Director's Report**

Dr. Borremans stated that he recently spoke with Representatives Debi Towns and Brett Davis and they both expressed wanting to learn more about the workforce development areas. Representative Davis stated that he would like to be an advocate for the system and Dr. Borremans is pleased with his interest.

10. **Chairperson's Report**

Chairman Stocker stated that the Shullsburg Creamery has been sold to a group from Rockford and that he has been asked to stay on to head the operation. He has accepted the position. He also thanked the members of the Board for their continuous support and encouragement.

11. **Other Business**

Dr. Knox inquired about the email she received regarding Jobs With a Future. There will be an All-Partner Meeting and Economic Summit on April 6, 2006 in Madison, Wisconsin. Dr. Borremans encouraged Board members to attend and he stated that Ms. Kerkenbush would forward the e-mail on to everyone.

Mr. Upperton asked what the Southwest Coalition Conference was. Dr. Knox stated that the Coalition is made up of a number of agencies interested in promoting economic development in the area. Annually, the Coalitions hold a conference that is very well attended.

12. **Adjournment**

Chairman Stocker declared the meeting adjourned at approximately 7:45 p.m.