

SWWDB – WORKFORCE SERVICES COMMITTEE

January 18, 2006

MINUTES

3:00 to 5:00 p.m.

Mr. Finley, Chairperson

The SWWDB Workforce Services Committee met on Wednesday, January 18, 2006 at Monticello House Restaurant, Monticello, WI. Attendance was as follows:

Members Present:	Ms. Amy Banicki	Mr. James Otterstein
	Mr. Charles Elliott	Mr. Bruce Palzkill
	Ms. Cindy Harrington	Mr. Larry Rentfro
	Ms. Jennifer James-Baker	Mr. Steve Scaccia
	Ms. Suzanne Lee	Mr. Geoff Upperton
		Mr. Scott Stocker (Ex Officio)
Members Excused:	Dr. Gary Albrecht	Mr. Tom Hogan
	Mr. Ken Hendricks	Ms. Regina Prude
Guests:	Sigrid Peterson, Center on WI Strategies (COWS)	
Staff Present:	Dr. Robert Borremans	Ms. Shannon Moe
	Ms. Amy Charles	Ms. Petra Reinhardt
	Ms. Stephanie Kerkenbush	Ms. Barb Tucker
	Ms. Annette Meudt	Mr. Mike Schultz
Staff Absent:	None	

The meeting was called to order at 3:10 p.m.

1. **Introduction of New Staff:**

Dr. Borremans introduced new staff of SWWDB: Stephanie Kerkenbush, Executive Assistant; Amy Charles, Director of Business Services; Mike Schultz, Information Systems Specialist; Barb Tucker, Director of Program Operations; and Petra Reinhardt, Limited-Term Clerical Assistant.

2. **Presentation of WIA Local Plan Guidelines:**

Ms. Tucker indicated that the new WIA Local Plan Guidelines contain significant changes to the current service delivery system. The first draft of the plan is due March 31, 2006. Dr. Borremans indicated that more information will be presented at the January 18, 2006 Board meeting, when Bill Clingan and Connie Colussy from DWD will discuss the significance of the changes at the full Board Meeting. Dr. Borremans also indicated with the quick turn around required for the plan, it may be necessary to reschedule meeting dates, and to add additional planning meetings to the schedule.

Barb Tucker introduced the packet items related to the new WIA Local Plan Guidelines. She indicated that there were substantive changes to the current delivery system that must be incorporated into a revised local plan that in due March 31, 2006. Ms. Tucker highlighted some of the major changes for the committee. The most significant is the new

standards for a Comprehensive Job Center (CJC). These new standards will change the structure of job centers in Southwest Wisconsin. The Southwest Wisconsin WDA currently has 5 CJC's, with the new guidelines it is likely that this number will be reduced to only one, Rock County. Services available at a CJC and the roles of the various partners must be documented through a Memorandum of Understanding (MOU).

Ms. Amy Charles explained the Business Services Plan requirement. She said the Business Services Plan should identify activities and services available to businesses on a fee for service schedule. Overall, DWD is encouraging a more business-oriented driven focus linking job seekers skills with the needs of local employers. Every CJC requires its' own Business Services Plan. Ms. Charles explained that the Business Services Plan is due September 1, 2006.

A discussion followed. Bob Borremans talked about the implementation and said that the presentation later in the day to the full Board by Bill Clingan and Connie Colussy from DWD. This would be a good time to ask them questions regarding the planning process and about service delivery issues. The committee felt that these changes may be pre-determined to deal with urban issues and not rural areas. Dr. Borremans said that other WDBs are also concerned that it will be very difficult to meet these goals in a rural area. Steve Scaccia indicated a concern that if Rock County is the only CJC that it may continue the hard feelings of the past in which our area was viewed as Rock versus Southwest. Staff noted that this was a valid concern as great efforts have been made to emphasize that this is the Southwest Workforce Development Board made up of all the member counties.

Dr. Borremans noted that other issues that must be addressed in the local plan include certification of staff using a standardized certification process, continuous improvement using the Baldrige Self-Assessment survey, concentration on high-wage, high growth jobs, shifting the youth focus to more out-of school (18 years of age and older) activities rather than in-school (14 to 18 years of age) services, delivery of financial literacy instruction, career resiliency skills development and demand-driven career counseling.

SWWDB will conduct a number of meetings giving program operators, economic development agencies and other interested stakeholders an opportunity to have input into how to redesign the system. Information collected during these meetings will be brought to the Board during a proposed and these changes will be discussed at the upcoming strategic planning meeting in February.

3. **Presentation of the GROW Project:**

Sigrid Peterson, Center for Wisconsin Strategies (COWS) gave a presentation on the GROW Project. The GROW Grant looks at the South-Central and Southwest WDAs as a joint planning region with common issues. Ms. Peterson said that South-Central WDB began working closely with employers to identify job related skill requirements in the late 1990s through a project called Jobs With A Future (JWF). SWWDB has joined with South-Central in the JWF process and joint labor market planning through the GROW process.

Ms. Peterson presented economic, demographic and other local profile data relevant to the South-Central and Southwest areas. She described the twelve-county region and four sub-regions. For the purposes of this study, the four subregions are Dane County,

Rock County, “rural counties” (Richland, Grant, Lafayette, Green and Marquette counties and “rural counties with urban pressures” (Iowa, Sauk, Columbia, Dodge and Jefferson counties). Of particular interest, she outlined educational attainment, age, gender the increase of the non-white population, average income, and healthcare information.

Dr. Borremans noted that Iowa County has been designated as an urban county because at least 25% of the county population travels to Dane County for jobs. Iowa County is now part of the Madison SMSA (Standard Metropolitan Statistical Area). Green County is not far behind and could also soon be considered an urban county. Dubuque also attracts people from southwestern Wisconsin for jobs with people from as far as Dodgeville commuting to Dubuque for employment. Madison and Rockford, IL attract many workers from Janesville and Beloit.

Ms. Peterson described “cluster-based economic development”. This concept is based on the idea that similar companies, along with their suppliers, cluster into geographic regions. This way they build on regional strengths and take advantage of regional specialization area. Driver industries for this region include:

- Food Processing
- Industrial Machinery
- Auto and Truck Production
- Plastics
- Non-store retail
- Finance and Insurance
- Health Care

In addition, COWS recently co-authored a briefing paper on “Wisconsin Biobased Industry” and developed a set of policy recommendations to promote the growth of Wisconsin’s bioeconomy. Bioeconomy” is defined as “an economy made up of industries that rely on renewable biobased feedstocks as their raw material”. Ms. Peterson pointed out that just like the fossil fuel economy relies on raw materials of coal, oil and natural gas; bioeconomy relies on raw materials from plants, crops, wood waste and animal waste. The rural, agricultural nature of the region makes this a good economic driver category.

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The GROW Project is intended to coordinate planning activities within the region and help identify employment trends and job opportunities that offer potential to the area. Ms. Peterson identified three recommendations resulting from study:

- Promote access to quality jobs
 - Apply job quality standards to economic and workforce development programs
 - Better coordinate high school, technical college, and university-based learning (e.g., 2+2+2 programs, credit transfers)
 - Promote industry and skill specific standards and credentials
 - Support a cross-industry “work readiness” set of basic skill standards and

- accompanying certificate for entry-level workers
 - Develop ESL curriculum that is specific to the technical lexicon & training needs of key industries
- Build and strengthen industry-led partnerships
 - Extend the manufacturing partnership by establishing a food processing sub-partnership, with shared training development across the region's technical colleges
 - Explore partnership development around industries of emerging importance to the region (e.g., biotechnology, bio-industry)
 - Explore key driver industries as a place for partnership development
- Increase systems coordination
 - Involve WDBs in economic development agencies' business attraction and retention negotiations to help ensure the creation and expansion of quality jobs & enhance the public sector's ability to prepare the local workforce for those jobs
 - Cross pollinate institutions' innovations across the region
 - Jointly identify methods to expand and support the region's key driver industries

GROW would extend the JWF program into the larger region and strengthen the impact of JWF into other occupational areas, such as food processing.

The GROW project will hold an economic summit in April for the region. Also, more complete information about the region will be presented in a final report this summer.

4. **Other Business:**

No other business was discussed.

5. **Adjournment:**

Mr. Scaccia moved and Mr. Otterstein seconded a motion to adjourn the meeting.

Motion carried unanimously. The next WSC Meeting is scheduled for Wednesday, April 19th from 3:00 PM to 5:00 PM at the Rock County Job Center Room D/E, Janesville, but may need to be rescheduled due to the WIA Local Plan Guideline Process. Further information will be provided at a later time. The meeting adjourned at 5:00 p.m.