

SOUTHWEST WISCONSIN WORKFORCE DEVELOPMENT BOARD
March 14, 2007
Minutes of Board Meeting

The Southwest Wisconsin Workforce Development Board Meeting was held on March 14, 2007 at 5:00 p.m. at the Rock County Job Center in Janesville.

Attendance was as follows:

BOARD MEMBERS PRESENT	
Private Sector	Public Sector
Mr. Gary Bezucha	Dr. Gary Albrecht
Mr. Charles Elliott	Ms. Anne Greenheck
Ms. Tammie Engelke	Mr. Randy Jacquet
Mr. James Finley	Mr. Tom Larson
Mr. Richard Gruber	Ms. Suzanne Lee
Ms. Cindy Harrington	Mr. James Otterstein
Mr. Tom Hogan	Mr. Bruce Palzkill
Ms. Jennifer James-Baker	Mr. Geoff Upperton
Mr. Steve Scaccia	
Ms. Shari Schaff	
Mr. Tom Schraeder	
Mr. Scott Stocker	
Ms. Margery Tibbetts	
(13)	(8)
	Total: (21)
BOARD MEMBERS EXCUSED	
Private Sector	Public Sector
Mr. Ken Hendricks	Ms. Amy Banicki
Ms. Anne Hore	Ms. Carmen Granados
Ms. Regina Prude	Dr. Karen Knox
	Mr. Walter Orzechowski
	Mr. Larry Ward
(3)	(5)
GUESTS PRESENT	
Ms. Amy Bradley, DWD	
STAFF PRESENT	
Dr. Robert Borremans	Ms. Shannon Moe
Ms. Amy Charles	Ms. Mary Kay Runde
Ms. Annette Meudt	Ms. Barb Tucker

1. Welcome and Dinner

Dr. Borremans welcomed everyone and thanked them for attending. Ms. Bradley from Department of Workforce Development (DWD) was recognized. Handouts were distributed.

2. Call to Order; Introduction of New Board Members and Guests

Mr. Stocker called the meeting to order at 5:36 p.m. He welcomed everyone and introduced Mr. Richard Gruber, the newest board member. Mr. Gruber has been a vice president for Mercy Health System since 2002. In his role he has responsibilities for community advocacy and government relations, community development and the Mercy Foundation. Mr. Gruber holds a Bachelor of Arts degree in Political Science and History as well as a Master of Public

Administration degree. Prior to joining Mercy, Mr. Gruber enjoyed a career in local government management and administration spanning more than 20 years.

3. **Informational Program - Regional Demand-Driven Talent Development for the 21st Century Global Economy – Are We WIRED to GROW**

Dr. Borremans spoke on the changes that are occurring in the Workforce Development system. He explained that as the nation's economy and businesses transform to meet the challenges of the 21st century, so too must the government systems and structures that support economic growth and job creation. Dr. Borremans noted that WIA addresses the needs of all job seekers and employers, but SWWDB has traditionally served job seekers. The focus of WIA is shifting with a new focus on preparing people with skills needed in a twenty-first century global economy. WDBs are charged with responsibility to work more closely with employers to identify the skills that will be needed for companies to stay productive. He explained that regional collaboration in workforce and economic development is being promoted at both the federal and state levels. He briefly explained new initiatives that are in process including WIRED, GROW, and RISE.

Mr. Gruber asked if the education institutions were moving ahead with more short-term courses. Dr. Borremans answered that some institutions are, while others are not. He said that the Regional Industry Skills Education (RISE) is a combined effort between DWD and the technical college system to develop career pathway options that will create flexibility in service delivery. Mr. Jacquet asked what happens to those who may slip through and/or get left behind. Dr. Borremans reaffirmed that Job Center services will still be available to everyone and that under the career pathways model additional services will be offered.

Dr. Borremans explained the WIA Revenue Pie Charts which were handed out. The State WIA Allotment Distribution shows that 74% of WIA funding received by the State is distributed to local workforce areas, while 26% is retained for state designated purposes. The SWWDB Revenue Budget chart shows all of the revenue sources supporting SWWDB activities. The WIA Revenue Distribution chart shows how the WIA allocation is used.

Mr. Bezucha asked for clarification on whether the WIRED grant would be new funding or replace existing funding. Dr. Borremans answered that this would be new funding and that DOL is using WIRED funding to promote regional activities in lieu of putting the funding into basic WIA services.

4. **Approval of SWWDB Meeting Minutes**

Motion by Mr. Elliott, second by Ms. Tibbetts to approve the December 13, 2006 SWWDB Meeting Minutes as presented. **Motion carried unanimously.**

5. **Financial Report**

Ms. Meudt presented the Financial Report for February, 2007. Ms. Meudt pointed out the correlations between the financial reports presented and the pie charts Dr. Borremans had presented earlier. The Finance Committee has reviewed the report and is recommending it to the Board for approval.

Motion by Mr. Finley, second by Mr. Schraeder to accept the Financial Report as presented. **Motion carried unanimously.**

6. **Unfinished Business**

None.

7. **Consent Agenda**

The Finance Committee is recommending approval of the three contracts contained on the consent agenda – GROW 2 Contract for \$20,000, WIA Performance Incentive Contract for \$8,200 and a new Leased Employee Contract for \$54,865. Once approved, the amount of the three contracts will be added to the FY 2006-07 SWWDB financial statements.

Motion by Mr. Palzkill, second by Ms. Harrington to approve the consent agenda. **Motion carried unanimously.**

8. **New Business**

A. **Executive Committee**

Minutes for the March 5, 2007 Executive Committee Meeting were distributed.

1. **Change in Board Meeting Schedule**

A proposal to change the Board meeting schedule was reviewed by the Executive Committee and is presented for consideration and action by the full Board. The change will be effective beginning July 1, 2007, with meetings to be held on the second Wednesday of October, January, April and July.

Motion by Mr. Gruber, second by Mr. Otterstein to change the meeting calendar. **The vote was 20 Yes and one No. The motion carried with Mr. Upperton voting in opposition.**

B. **Finance Committee**

The Finance Committee met immediately prior to the Board Meeting and action items recommended by the committee were addressed under at the Consent Agenda. No other action items were recommended by the Committee

C. **Program Operations Committee**

Dr. Borremans explained the SWWDB Conflict of Interest Policy – B-501 and the DWD procurement standards, which states in part that WDB subcontractors that assist in the development or evaluates/recommends such proposals may not be eligible to compete for the procurement. He noted that for board members representing organizations that may submit a proposal in response to the RFP, participating in the discussion and voting on the PY-2007-08 RFP could be viewed as a conflict of interest. He encouraged Board members to determine if a potential conflict of interest exists and to recuse himself/herself from discussion and voting on this topic. The right of Board members to have input on the RFP was discussed and the consensus was that any decision on recusal should be left to the personal discretion of each Board member.

1. **Request for Proposal for PY-2007-08 Programs and Services**

The Career Pathways Model was presented to the Program Operations and Workforce Services committees at the January 17th joint meeting. The committees voted to authorize staff to develop the Request for Proposals (RFP) around Career Pathways while reserving the final decision on whether to use Career Pathways as the service delivery model until the full Board meeting.

Flow charts showing the current service delivery model and the Career Pathways model were distributed. Ms. Tucker covered the flow chart on the current Job Center structure while Ms. Charles explained the Career Pathways Flow Chart. The Career Pathways model provides “stepping stones” to help workers gain skills

needed for employment and advancement in a specific occupation. Greater emphasis is placed on “front-end” services – particularly assessment and career exploration activities to assist individuals identify their career goal. The learning opportunities in Career Pathways are connected or “chunked” education courses, offered in a modified format, that assist an unemployed or working adult upgrade their skills for the current job market by completing a credential, a short-term course, or an associate degree program. Career Pathways targets jobs within industries of importance to the local area and is intended to increase the supply of qualified workers for the local employers in the targeted industries.

Mr. Albrecht explained his involvement with the Construction Academy in Burlington and noted the similarities with the Career Pathways Model.

Handouts were distributed on Flow Charts of the Traditional WIA RFP Process and the Career Pathways WIA RFP Process. Ms. Tucker explained that the traditional WIA RFP differentiated service delivery by Fund Source, (Adult, Older Youth, and Dislocated Worker) for both Rock County and the Southwest counties. As a result the Board approved three separate contracts in each area. It was noted that Job Service operates five of the six contracts with the AFL/CIO providing dislocated worker services in Rock County. In many cases, similar programs and service activities were provided to their clientele group. Merging service delivery across Fund Source should avoid duplication and improve service delivery efficiency. Therefore, the Career Pathways RFP will encourage services across programs. It is hoped that this will result in only two contracts awarded – one for the Comprehensive Job Center (CJC) and one for the Access Points of Service (APS) sites.

Ms. Tucker offered the following timeline for the RFP Process:

- March 28 - Release Date
- April 2 - Public Notice, publish in newspapers
- April 10 - Bidder's Conference for questions and answers
- April 23 - Due Date
- May 1 - Review Committee, Oral Presentations
- May 2 – 7 - Negotiations
- May 8 - Final Contracts to be decided at the POC Meeting

The Board discussed the merits and issues of using Career Pathways as the service delivery model.

Motion by Mr. Gruber, second by Ms. Tibbetts to approve the RFP around the Career Pathways Model. **Motion carried unanimously with Mr. Palzkill, Mr. Upperton and Ms. Harrington abstaining.**

2. Eligible Training Provider Program Requests

Ms. Tucker distributed an updated handout of the Eligible Training Provider Program Requests (Enclosure 9), and explained that a fifth request was received after the agenda had been mailed. Ms. Tucker informed the Board that WIA eligible individuals may only enroll in a training program from an institution or training provider included on the State's Eligible Training Provider List. In order to be approved for inclusion on the list, the institution must apply and be approved by a local Board. Dr. Borremans reminded the Board that SWWDB only pays a portion of

training costs and that Board policy limits training and support payments to \$4,500 per client.

The five programs presented for consideration and approval to the Board include:

- Blackhawk Technical College Certificate for Emergency Medical Technician. Ms. Schaff asked about the \$10.00 per hour wage. Dr. Borremans and Ms. Tucker explained that the current “phase in” strategy for the 35% high wage definition allows programs at 85% of the median wage to be included in this category. The EMT is identified as one of WIA’s high wage jobs since the State average and the 5 year follow-up wage meets or exceeds 85% of the median wage.

Motion by Ms. Harrington, second by Ms. Tibbetts to approve the BTC EMT application and place it on SWWDB’s Eligible Training Provider List. **Motion carried unanimously with Mr. Gruber abstaining.**

- Blackhawk Technical College, Applied Associate Degree in Business Management. This is a new program and it is very comprehensive associate degree. This program is on the 35% High Wage Training Program and is also offered at other technical colleges. Although this program may be available to WIA clients at other Technical College’s, in order for WIA dollars to be used to enroll clients into BTC’s program, the school and program must be on the State list.

Motion by Mr. Finley, second by Mr. Elliott to approve the BTC Applied Associate Degree Business Management Program application and place it on SWWDB’s Eligible Training Provider List. **The vote was 20 Yes and one No. Motion carried with Mr. Scaccia opposing.**

- UW Madison School of Social Work Continuing Education Department, Professional Credential for Social Work. This program is designed to assist clients maintain or reactivate a license to perform social work. We have a client in need of 2-3 courses of continuing education to meet the requirement to reactivate her license. Upon completion, she will be able to renew her license.

Motion by Ms. Harrington, second by Ms. Tibbetts, to approve the Professional Credential for Social Work courses required to retain Social Work Certification and Licensure. **The motion carried unanimously.**

- UW-Whitewater, Bachelor of Science Degree in Accounting. This program is being requested for inclusion to accommodate a dislocated worker who is very close to obtaining her accounting degree. Mr. Scaccia questioned the need for this individual to receive funding from us to complete a degree when there is a very high demand for people who possess accounting skills. Mr. Scaccia suggested that perhaps since this individual is close to obtaining a degree, she should be looking for employment with an organization that offers compensation for continuing education as part of its’ benefit package thereby enabling her to finish her degree

Motion by Ms. Tibbetts, second by Mr. Gruber to approve the UW-

Whitewater Accounting program and place it on the Eligible Training Provider List. **The vote was 20 Yes and one No. The motion carried with Mr. Scaccia voting in opposition.**

- Northeast Iowa Community College, Associate Degree in Nursing. NICC has been on the Iowa WDA list since 2000. There have been several client inquiries for out of state programs due to no waiting list.

Motion by Ms. Harrington, second by Mr. Finley to approve the NICC Associate Degree of Nursing application and place it on SWWDB's Eligible Training Provider List. **The motion carried unanimously.**

D. Workforce Services Committee

No Action Items are recommended by the Committee except as noted under the POC.

E. Other New Business

Mr. Palzkill distributed the Job Service Wisconsin on Performance and Accomplishments for Program Year 2005. Mr. Palzkill explained that this is the first time Job Service has published and distributed this type of report.

Mr. Upperton announced that Chuck Anderson has been trained as a Manufacturing Skills Standard Certification (MSSC) trainer.

9. Executive Director's Report

Dr. Borremans said that Governor Doyle is recommending a new cabinet level Department of Family Services. This will reorganize the Division of Workforce Solutions which will be restructured as the Division of Employment and Training. Ron Danowski has been appointed as Administrator and Sue Gleason as Deputy Administrator of this new division. Bill Clingan and Ron Hunt who headed DWS for the past several years will move to the new Department of Family Services.

10. Chairperson's Report

None.

11. Adjournment

Mr. Stocker declared the meeting adjourned at 7:39 p.m. The next meeting is scheduled for **Wednesday, June 13, 2007.**