

WORKFORCE SERVICES COMMITTEE MEETING
May 16, 2007
 MINUTES

The Southwest Wisconsin Workforce Development Board (SWWDB) Workforce Services Committee met on Wednesday, May 16, 2007 at the Rock County Job Center in Janesville, and through various locations in the area through the * Meet Me Now web conferencing software.

Attendance was as follows:

Members Present:	Mr. Charles Elliott	Dr. Gary Albrecht
	Ms. Cindy Harrington (Chair)	Ms. Anne Hore *
	Mr. James Otterstein	Ms. Jennifer James-Baker *
	Mr. Geoff Upperton	Mr. Bruce Palzkill *
Members Excused:	Ms. Ann Greenheck	Ms. Amy Banicki
	Mr. Ken Hendricks	Ms. Regina Prude
	Mr. Tom Hogan	Mr. Steve Scaccia
Guests Present:	Ms. Suzanne Lee	Mr. Shawn Ray
Staff Present:	Dr. Robert Borremans	Ms. Shannon Moe
	Ms. Barb Tucker	Ms. Mary Kay Runde
	Ms. Amy Charles	

Cindy Harrington called the meeting to order 3:03 pm.

1. Results of Kettle Foods Fee for Service Activities

Ms. Charles spoke on the three (3) day Job Fair for Kettle Foods. She noted that through a “fee for service” contract, SWWDB and the Rock County Job Center assisted Kettle Foods in hiring for their new facility in Beloit. During the 3 days of the job fair, 2,300 applications were received for the sixty (60) positions. Kettle Foods has been extremely appreciative the assistance it received, commenting that it could not have handled the applicant response without the help of SWWDB and the Job Center staff. The HR director for Kettle has commented that he does not know “why every employer does not use these services.”

Dr. Borremans commended Ms. Charles on her presentation at the Wisconsin Economic Development Association (WEDA) conference in Janesville on May 10. Adding that her presentation on the Kettle contract was well received by the audience of economic development professionals from throughout the state.

2. Update on Business Services Activities and Contracts

Ms. Charles spoke on recent business service contracts that SWWDB has been involved in. There has been increased interest in services that SWWDB can provide particularly the assessment tools and testing services available to employers. Ms. Charles added that the word seems to be getting out about services can provide and the employers seem very interested.

Dr. Borremans shared information on the Job Fair at Rock County on Tuesday, May 8. There were nearly 3,000 visitors between 10:00 am till 6:00 pm and this is an excellent example of extending the services of the Job Center out into the community.

3. **Presentation on Manufacturing Skills Standards Council (MSSC) Certificates**

Ms. Charles said that a new program being promoted in Wisconsin is called the Manufacturing Skills Standards Council Certificate (MSSC) Assessment. Originally sponsored by the Department of Labor (DOL), MSSC is a transferable certification program to document and validate a worker's skills in manufacturing processes. The Training and Certification, which is available on-line, covers four (4) core competency areas: Manufacturing Processes and Production, Maintenance Awareness, Quality and Continuous Improvement and Safety. Each area is addressed with a separate assessment process. Upon successfully completing training and passing the certification process, a Production Technician Certificate is awarded. The MSSC program normally involves 140 hours to complete the certification. However, there is a "Fast Track" that can reduce the training time to only 60 hours (15-18 hours per module).

Governor Doyle has made the MSSC a high priority of his administration for addressing economic development and skills building in the manufacturing sector. SWWDB will be promoting the MSSC to local industries as well as establishing at least one Certified MSSC Assessment Center in Southwest Wisconsin. SWWDB received a small (\$25,000) grant to assist in the process of setting up the testing site(s).

Ms. Harrington asked about the cost and the number of hours needed to complete the assessment. Ms. Charles replied that the "Fast Track" is \$300-\$350, \$250 to register and \$45 for each assessment for approximately \$600. The pre-assessment is free and will be on-line.

Mr. Elliot emphasized the importance of selling this to the businesses and volunteered his services to make employers aware of the program. Dr. Borremans suggested that businesses contact Ms. Charles directly because this is a new concept and employers may need to be coach on the benefits of MSSC certification. Because of the technical nature of the MSSC program, it will need to be carefully marketed to employers. He reiterated that this is a nice tool for manufacturers with the training involved, including on-line computer simulation. Furthermore, MSSC training is being added to the course offerings of the technical colleges. Secondary schools are also considering MSSC training and certification as part of their vocational curriculum.

4. **WIA Plan Update**

Ms. Tucker spoke on the Southwest Wisconsin Workforce Development Board (SWWDB) Workforce Investment Act (WIA) Local Plan which was due May 15. The plan document is not a full plan but a modification of the plan submitted in March 2006. The updated plan is intended to address changes in operational activities for the upcoming program year. The major planning element is implementation of the Career Pathway Model. The plan must also identify how WIA allocations will be distributed for core, intensive and training services. Additionally, the plan document should identify job center partners and provide greater explanation on the roles and responsibilities of each agency.

The SWWDB has asked for an extension of the May 15 deadline with the explanation that the final WIA plan will be presented for approval at the June Board meeting. Dr. Borremans added that it is difficult to prepare the plan because there are so many uncertainties regarding program operations for next year. He noted that several of the Workforce Development Boards (WDB) have asked for extensions due, in part, to the unexpected decrease in allocation amounts.

Dr. Borremans said that in the fall, it is anticipated that an additional "regional" plan will be required by DWD this fall. This "regional," or GROW area plan will be submitted jointly by

SWWDB and the WDB of South Central Wisconsin.

5. **Workforce Development System and Career Pathways Model**

To help clarify the Career Pathways Model and put it in business terms, Dr. Borremans distributed several diagrams. The first two diagrams illustrate the customer driven workforce development system using business terms and identifies the employer as the primary customer. The job seeker is the product delivered to the employer. The services within the Job Center represent the “value-added processes” which help provide the job seeker with the skills that meet employer specifications.

The third diagram show the Career Pathways Model and illustrates how it creates a bridge between education and employment. The Career Pathways Model is the foundation of a new workforce development strategy being developed by DWD and the technical college system as part of the RISE Program.

The last diagrams show a flow chart that illustrates how SWWDB can play a leadership role in implementation of a demand-driven system for workforce development. Through the identification of labor force and employer needs, SWWDB can bring that information to the service delivery system (i.e. Job Centers, technical colleges and secondary schools) for implementation of appropriate programs/services addressing those needs. Mr. Upperton, in referring to the final diagram, asked why internships and job shadowing did not extend across to the Job Center. Dr. Borremans answered, that it could be a part of the Job Center, but generally those activities are used in education. Job Centers, if they put a worker out on the job for some type of work experience usually set up a on-the-job (OJT) contract.

Dr. Borremans gave an update on the Request for Proposals (RFP) process. The Proposal Review Team met on May 1st. After reviewing the proposals and hearing the presentations by each proposing organization, the Review Team asked staff to develop scenarios that would enable all three (3) proposers to provide WIA services within the Job Centers. The Review Team also directed staff to prepare an option that would have SWWDB operate programs.

At a May 7th meeting, staff presented the Review Team with five (5) different scenarios for program operations. They included:

- Scenario1A – Job Service responsible for case management; AFL-CIO responsible for core and stage 2 workshop delivery and Manpower responsible for marketing/job development/business services.
- Scenario1B – Job Service responsible for case management; AFL-CIO and Manpower share responsibility for core and stage 2 workshop delivery, marketing and job development.
- Scenario 2 – Job Service, AFL-CIO and Manpower share case management and job development. Job Service would have a lead case manager. All agencies would share responsibility for workshops.
- Scenario 3 – Create a new organization under oversight of SWWDB
- Scenario 4 – Implement Career Pathways Model with Job Service and AFL-CIO.

It was the Review Team’s suggestion to the Program Operations Committee (POC) and the Board, to investigate the possibility of SWWDB operating the programs through a separate organization.

The POC, after discussing the various scenarios, came up with Scenario 5 which states that if a

new organization is to be created for direct delivery of services then the current contracts should be extended until such time as a new organization can be formed and begin operation. POC further directed staff to prepare and present information, including costs and an implementation timeline, so the Board can evaluate and determine if and when Scenario 3 (direct delivery of services) should be implemented.

Dr. Borremans noted that in the days of the Job Training Partnership Act (JTPA), the Board did operate the programs. It was only with implementation of WIA that SWWDB outsourced service delivery to other agencies. In fact, five (5) of the eleven (11) Workforce Development Boards still operate programs utilizing a separate organization for the direct delivery of services. Also the reduction in WIA funding is making it more difficult to contract with multiple organizations to operate programs and deliver services.

6. Worker Dislocation Activities

Ms. Moe presented the first quarter 2007 report regarding the plant closings and lay-offs for Southwest Wisconsin.

Mr. Albrecht asked on the criteria for the Dislocations and Rapid Response verses retirements and positions not being filled. Ms. Moe replied that when a position is eliminated, regardless of whether the work subsequently decides to retire, the position is considered to be a dislocation.

Mr. Upperton questioned the number reported for Bourns in Janesville and Kerry Ingredients in Beloit. Ms. Moe replied that the initial layoffs for those companies occurred and were reported in 2006. The current report only shows additional dislocations in 2007.

7. Meeting Schedule for 2007-08

Motion by Mr. Otterstein, second by Mr. Albrecht to accept the WSC Meeting Schedule as presented. WSC meetings for the upcoming year are scheduled for 8/15/07, 11/21/07, 2/20/08 and 5/21/08. **Motion carried unanimously.**

8. Other Items for Discussion

Ms. Charles offered an update and demonstration of the Virtual Job Center (VJC) which is up and operational. Since the VJC went live at the beginning of May, there have been over 5,300 hits or visitors to the site to date, and that is with no advertising or promoting. Dr. Borremans added that a fourth WDB has decided to come on board with the VJC and two others are showing strong interest.

Mr. Otterstein asked for an update on the WIRED Grant. Dr. Borremans replied that the Workforce Innovation Regional Economic Development (WIRED) applications were due in March and seventy (70) applications were received by the Department of Labor (DOL). Dr. Borremans added that ten (10) to thirteen (13) of the seventy (70) applications will likely be funded. The application had to be a joint application involving SWWDB and the Workforce Development Board of South Central Wisconsin (WDBSCW). The focus of the SWWDB/WDBSCW was the Career Pathways, Advanced Manufacturing, Bio-Agriculture and Bio-Technologies, the Trades and Healthcare. DOL should be notifying successful applicants of their status within the next month.

Ms. Harrington mentioned reading about \$850,000 available for grants for WDBs. Ms. Charles replied that it is the Emerging Industry Skills Partnership Grant program for training in emerging occupations such as bio-agriculture and bio-technology. She added that advanced manufacturing training would also qualify as an emerging occupation. SWWDB will be

developing a grant with a focus on incumbent workers likely.

9. Adjourn

Motion by Mr. Albrecht, second by Mr. Otterstein to adjourn at 4:18 pm. **Motion carried unanimously.**