

**Joint Meeting  
Workforce Services and Program Operations Committees  
Minutes  
Wednesday, January 17, 2007**

Rock County Job Center, Conference Room D/E  
1900 Center Avenue Janesville, WI  
2:00 P.M. – 4:00 P.M.

The Southwest Wisconsin Workforce Development Board (SWWDB) Workforce Services and Program Operations Committees held a joint meeting at the location and time listed above and at various locations throughout the area using the Meet Me Now web conferencing systems. Attendance was as follows:

	<b>Workforce Services Committee</b>	<b>Program Operations Committee</b>
<b>Members Present:</b>	Mr. Charles Elliott	Ms. Carmen Granados
	Ms. Cindy Harrington, Chair	Dr. Karen Knox *
	Ms. Jennifer James-Baker	Mr. Tom Larsen, Chair
	Mr. Bruce Palzkill	Ms. Suzanne Lee
	Mr. Scott Stocker (Ex Officio)	Mr. Tom Schraeder *
	Mr. Geoff Upperton	Mr. Scott Stocker (Ex Officio)
	Mr. Tom Hogan*	Ms. Margery Tibbetts
		Mr. Larry Ward *
<b>Members Excused:</b>	Dr. Gary Albrecht	Mr. Gary Bezucha
	Ms. Amy Banicki	Mr. Richard Gruber
	Ms. Ann Greenheck	Mr. Walter Orzechowski
	Mr. Ken Hendricks	
	Ms. Anne Hore	
	Mr. James Otterstein	
	Ms. Regina Prude	
	Mr. Steve Scaccia	
<b>Others Present:</b>	Ms. Julie Funk	Ms. Judy Mathews
	Ms. Mary Johannesen *	
<b>Staff Present:</b>	Dr. Robert Borremans	Ms. Barb Tucker
	Ms. Amy Charles	Ms. Mary Kay Runde
	Ms. Annette Meudt *	Mr. Mike Schultz

\* denotes attended meeting via Web Conferencing.

The meeting began at 2:08 pm.

**1. Presentation on Career Pathways Concept**

Ms. Tucker opened with an explanation for the joint committee meeting. The Program Operations Committee deals with establishing WIA training policy, procedures and performance. The Workforce Services Committee deals with workforce and employment needs in relation to local labor market information. Discussion from both committees is necessary regarding this potential new strategy for service delivery through the Job Center system as it

will affect both service delivery to job seekers and the resulting impact that will have on the employment community.

Ms. Tucker indicated that the rationale behind switching to the Career Pathways Model is that it addresses the changing focus of WIA to make the workforce development system more employer driven and training focused. This is demonstrated by the State focusing incentive dollars on training issues which address the needs of local employers in driver industries. While some of the points in Career Pathways are similar to the current delivery structure, many are different and would alter the way that Program Operators would deliver WIA services within the Southwest WDA. SWWDB will publish a new Request for Proposals (RFP) this spring for selection of WIA program operators for the 2007-08 year, and it is the recommendation of staff that the Career Pathways model be the basis for that RFP.

Ms. Tucker presented the current delivery system where all job seekers enter the system and receive basic or "core" job seeking services through the resource rooms in the Job Centers. These services include access to job search materials and videos, resume assistance, job search through JobNet, access to local labor market information, and access to career planning programs like WisCareers. If job seekers are unable to find employment based on their current skills, and are determined WIA eligible, they are enrolled in the appropriate WIA program. The job seeker receives an assessment and begins to receive staff-assisted services, often leading the client to a 1 to 2 year training program at the local technical college.

WIA has a 3-tiered service delivery structure – core, intensive and training. Ms. Tucker pointed out that the current delivery system offers little in the way of workshops or training opportunities to those who are currently working, and in need of updating skills to remain viable workers in today's job market. The current system is also providing little in the way of incumbent worker opportunities. Ms. Tucker also pointed out that no assessment of job seekers is done until the person is deemed eligible for a WIA program, and that training is not available to someone not WIA eligible.

Ms. Charles then presented the Career Pathways Model which is being proposed as an alternative to the current Job Center service delivery system. Career Pathways is a national model that supports life-long learning designed to develop a skill, get a credential or earn a degree that leads to the individual's career goal. She noted that the Career Pathways model differs from the current service delivery system because workshop services are extended to job seekers not enrolled in WIA programs.

Job seekers will take a comprehensive assessment as they enter the first of 3 stages. The results of the personal assessment will be combined with career exploration of local job opportunities, and a financial budgeting component designed to assist someone determine their personal finances to see how enrolling in various training programs will impact their household income. These three items form the basis of the Career Road Map that the job seeker will use as they develop workplace skills and possibly pursue training. Also, in Stage 1, basic skills deficiencies will be identified and the job seeker will be referred to the area technical colleges for Adult Basic Education (ABE) courses will be completed to build basic academic skills necessary to be successful in occupational training or on the job.

Stage 2 will provide workshop opportunities that focus on workplace skills such as employability skills, computer tutorials to aid in Word and Excel skills, introductory courses highlighting expectations and working conditions in various career paths, and when funded through non-WIA sources, courses such as Introduction to Food Processing, Critical Core Manufacturing

Skills, or MSSC certifications. At this time, the job seeker will have the opportunity to enroll in WIA programming, receive WIA orientation, develop a personal employability plan (using their assessment, financial budget and Career Road Map as a guide) and prepare to enroll in skill training program targeted to their personal Career Pathway.

Stage 3 will be the training phase. Traditional one- and two-year technical college programs will still be an option, but other types of training options will be supported as well, such as: short-term courses with identifiable competencies leading to employment, incumbent worker training and On-the-Job (OJT) training. All training will be designed to be flexible, meet the needs of the local employers, and address the DWD requirement for "high wage" training. Use of a "career ladder" approach is acceptable approach allowing for training for lower wage, entry level jobs that can build a recognized career pathway to higher wage jobs.

Mr. Stocker pointed out that Stage 3 will get the employer's attention, as training options for incumbent workers are scarce. Mr. Palzkill indicated that he believes the changes are not a dramatic shift in focus and feels the shift is more on the front end.

Mr. Upperton expressed concern about getting short-term training delivered through the technical colleges. He stated that often when short-term (16 week) programs are developed successfully the technical colleges turn them into longer term program. He said that the technical colleges are reluctant to offer the short-term training options. Mr. Upperton continued that he supports the Career Pathways concept but obtaining the buy-in of both the technical college system and the local employers will be critical to the successful delivery of this model.

Dr. Knox cited that she would be willing to explore short-term training options as long as a class-sized effort can be supported (10 students or more). She also indicated that reaching working adults can be problematic, and that accelerated programs with flexible schedules of night and weekend courses have had difficulty finding student enrollment numbers. This she said accentuates the importance of knowing who your clients (working students) are and their needs. Ms. Granados concurred that the involvement of the employers makes a big difference in the success of training programs and cited an example from the Milwaukee area, where partnering with a supportive employer who helped to pay the training costs of its' new employees, realizing it was an investment, resulted in a win-win situation.

Mr. Larsen asked about balancing limited funds and allocating resource toward helping incumbent workers compared to the current service priorities. His concern is that by slating funds for incumbent workers may create a funding shortage, diverting resources away from adult or dislocated workers who might not receive needed training. Mr. Larsen expressed concern over the length of time SWWDB would continue to support someone as they develop their career pathway, and whether this would be a continuous process. Ms. Charles indicated that most often the incumbent worker training dollars provided would be supported with direct dollars from the employer, as a 50/50 match for example. Dr. Borremans stated that the goal would be to have participants obtain jobs that earn wages at or above the local median wage, currently \$11.00 (as modified by the new DWD 35% policy). But, he added that, as allowed by DWD policy, the pathways model would allow participants to enroll in training with an entry level wage below the median threshold.

Mr. Upperton asked about cost of using the Career Pathways model, Dr. Borremans indicated that there is not a licensing fee for the program.

Ms. Lee questioned if the Career Pathways model would allow the Board to serve more job

seekers. She noted that the current model would require nearly all participants to enroll in long-term training. The expectation of the Career Pathways model being that shorter training would have smaller costs and allow service to more people. Ms. Tucker responded that would be the desired outcome, but stressed that Career Pathways provides additional services to job seekers even if they do not receive WIA training dollars.

Mr. Elliot asked if the Chairs of the committees were looking for a motion to approve Career Pathways to be used as the model for the Board. Mr. Larsen, Chair of the Program Operations Committee, expressed concern about having the model fully developed and in place prior to the July 1<sup>st</sup> contract date. Dr. Borremans mentioned that this model is consistent with the direction DWD is promoting and request authorization for staff to move ahead with the new RFP preparations. Additional discussion centered on the process that would allow the Board of Directors and Program Operations Committee to review implementation of the model as it is developed for the RFP process. Career Pathways will be a fluid model that could grow and change over time.

Motion by Mr. Elliott, seconded by Ms. Tibbetts to authorize staff to develop a Request for Proposals (RFP) using the Career Pathways Model. **Motion carried unanimously.**

**2. Worker Dislocation Activities**

Dr. Borremans explained Ms. Moe's absence due to a scheduled Rapid Response Orientation for the employees at Spectrum Brands (Rayovac). Attention was given to the dislocations and layoffs in Southwest Wisconsin since December 1, 2006. Agenda copies of four recent Rapid Response Orientations were briefly discussed. The agendas show the individuals, groups and agencies involved in reaching out and helping these people. Mr. Hogan emphasized the importance of using the correct terminology when referring to dislocated workers, noting that the workers identified as General Motors workers were actually temporary workers at the GM plant. He noted that these temporary workers are not "laid off" from GM. Even though these are "temporary workers" they are eligible for dislocated worker assistance.

**3. Adjourn**

Motioned by Mr. Palzkill, seconded by Ms. James-Baker to adjourn the meeting. **Motion carried unanimously.** Meeting was adjourned at 3:44.