

Southwest Wisconsin Workforce Development Board Meeting

April 9, 2008

Meeting Minutes

The Southwest Wisconsin Workforce Development Board met on Wednesday, April 9, 2008 at the Pontiac Convention Center in Janesville. Attendance was as follows:

Members Present:

Mr. Scott Stocker, Chairperson	Mr. Troy Marx
Mr. Art Carter	Mr. James Otterstein
Mr. Charles Elliott	Mr. Bruce Palzkill
Ms. Carmen Granados	Mr. Steve Scaccia
Ms. Jennifer James-Baker	Ms. Shari Schaff
Mr. Randy Jacquet	Mr. Geoff Upperton
Dr. Karen Knox	Mr. Larry Ward
Mr. Tom Larsen	

Members Excused:

Dr. Gary Albrecht	Mr. Tom Hogan
Ms. Amy Banicki	Ms. Anne Hore
Ms. Tammie Engelke	Ms. Suzanne Lee
Mr. James Finley	Mr. Walter Orzechowski
Ms. Ann Greenheck	Ms. Regina Prude
Mr. Richard Gruber	Mr. Tom Schraeder
Ms. Cindy Harrington	Ms. Margery Tibbetts

Staff Present:

Dr. Robert Borremans	Ms. Shannon Moe
Ms. Amy Charles	Ms. Mary Kay Runde
Ms. Annette Meudt	

Others Present:

Ms. Karen Campbell	Mr. Jim Fisher
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1. **Welcome; Call to Order; Introduction of New Board Member and Guests**

Mr. Stocker welcomed everyone and called the meeting to order at 5:10 p.m. Dr. Borremans introduced new Board member Troy Marx, Director of Human Resources at Upland Hills Health in Dodgeville. Dr. Borremans also introduced Jim Fisher with the Stateline Career & Technical Education Academy. Dr. Borremans suggested and the Board agreed; to change the order of the Agenda and begin with the presentations. Dr. Borremans then gave a brief introduction for Dr. Karen Knox and Ms. Karen Campbell.

2. **Presentation of Longitudinal Dislocated Worker Study**

Dr. Knox, President of Southwest Wisconsin Technical College (SWTC) explained that Advance Transformer, a sub-division of Philips Corporation in the Netherlands, was once the largest private employer in Platteville. Dr. Knox said that at their peak, Advance Transformer employed 865 people in the manufacturing of ballasts for the lighting industry. In April 1996, Advance Transformer announced the closing of the Platteville plant.

Dr. Knox spoke on the shared efforts of SWTC and various organizations in the region. She shared a video which featured Ms. Kathy Cushman, a dislocated worker from Advance Transformer, who sought more education and training before returning to the workforce full-time. The video shared the viewpoints of employees going through a plant closing and the impact on individuals, families and the community.

Ms. Karen Campbell, SWTC, presented the results of the longitudinal study conducted of the former employees 10 years after the initial layoffs. Ms. Campbell said that 40% of the laid off workers enrolled in 1 or more years of education after their dislocation, slightly less than 7% sought short-term (or less than 6 months) training and 53.4% chose not to further their education and training.

Dr. Knox also shared several conclusions from the respondents who pursued more education; they earned higher wages and had better benefits; their quality of life improved; more advancement opportunities were available; and their working conditions were better. Dr. Knox offered one possible draw back that was involved with those pursuing more education and becoming a higher skilled worker, and that is, the individuals may choose to relocate to another area for a better paying job.

3. Presentation of Stateline Career and Technical Education Academy

Mr. Jim Fisher presented information on the Stateline Career and Technical Education Academy (SCTEA). It began in June 2007 with fourteen (14) business people exploring how they could assist school administrators develop a more effective approach to career and technical education in the Beloit School District. Mr. Fisher said that SCTEA has evolved into a regional objective involving area businesses, school districts and post-secondary educational institutions.

Mr. Fisher emphasized the three primary “deliverables” or requirements of SCTEA: rigorous academics delivered in the context of technical education, soft skills training the student will need to get and keep a job, and career specific technical skills taught at the highest possible level. Mr. Fisher added that the goal or mission of SCTEA is to develop one of the top performing Career & Technical Education initiatives in the country. He noted that SCTEA currently is working on seven (7) career clusters Health Care, Automotive Repair, Construction Business, Finance, Hospitality, Manufacturing, Project Lead-the-Way (Pre-engineering) and Power Distribution. There are plans to develop curriculum in twenty-seven (27) other career areas.

4. Approval of SWWDB Meeting Minutes

Motion by Mr. Elliott, second by Mr. Scaccia to approve the January 9, 2008 SWWDB Meeting Minutes. **Motion carried unanimously.**

5. Financial Report

Ms. Meudt shared that the Finance Committee reviewed the Financial Summary for the Quarter ending March 2008 at their meeting prior to the Board meeting. Mr. Scaccia asked if SWWDB is at risk of losing Workforce Investment Act (WIA) funds. Ms. Meudt responded that 85% of WIA funds must be encumbered by June 30, 2008.

Motion by Mr. Elliott, second by Mr. Palzkill to approve the Budget and Expense Summary for the January – March 2008 Quarter. **Motion carried unanimously.**

6. Unfinished Business

None.

7. Consent Agenda

A. FY 2007-08 Budget Modification

Ms. Meudt explained the new grants/contracts plus modifications to existing grants/contracts for FY 2007-08 have been received and the following changes were presented to the Board for approval :

Revenue and Expenditure Increases:

- \$111,143.00 additional grant monies for the WISE Program
- \$85,000.00 additional grant monies for the Emerging Industry Skills Partnership (EISP) Program
- \$60,000.00 additional grant monies for the NEG Flood Program
- \$25,000.00 additional Special Response Start-up funds for Advance Transformer (Boscobel) employees
- \$25,000.00 additional Special Response funds for Chrysler and Alcoa employees
- \$34,950.00 additional contract monies for an Iowa County Leased position
- \$53,500.00 additional contract monies for two Richland County LTE Leased positions

Revenue and Expenditure Reductions:

- (\$47,378.00) loss contract monies for two Richland County Leased positions

Dr. Knox asked for clarification on the Richland County positions. Ms. Meudt explained the loss of 2 full-time positions and the addition of one limited-term employee or one part-time position.

Motion by Mr. Elliott, second by Mr. Palzkill to approve the FY 2007-08 Budget Modifications. **Motion carried unanimously.**

B. State's Eligible Training Provider List - AFL-CIO for MSSC Training

Ms. Charles explained that AFL-CIO applied to SWWDB to be an Eligible Training Provider of a 240 hour Certified Production Technician/Manufacturing Skills Standards Certification (MSSC) training program.

Motion by Mr. Elliott, second by Mr. Palzkill to approve AFL-CIO for the MSSC Training Program and be added to the State's Eligible Training Provider List. **Motion carried with Mr. Upperton abstaining.**

C. State's Eligible Training Provider List - Highland College for Truck Driver Training

Motion by Mr. Elliott, second by Mr. Palzkill to approve Highland Community College for the 160 hour Commercial Driver License (CDL) Training Program and be added to the State's Eligible Training Provider List. **Motion carried unanimously.**

8. New Business

A. Executive Committee

The Committee met on March 31, 2008 and their report was shared under Other New Business, WIRED Initiative update.

B. Finance Committee

The Committee met prior to the Board meeting.

C. Program Operations Committee

There was no report since the Committee has not met since the last Board meeting.

D. Workforce Services Committee

There was no report since the Committee has not met since the last Board meeting.

E. Youth Council

The Youth Council met on March 12, 2008 and the minutes will be posted on the web site.

F. Other New Business

1. Award of Contract for Dislocated Worker Program

Ms. Charles explained the Special Response Grant was received from the DWD. The grant is for dislocated workers from Advanced Transformer in Boscobel, the Chrysler plant in Belvidere, IL, and those dislocated from Alcoa in Beloit. Ms. Charles added that other dislocated workers impacted by the auto industry may be added at a later time. Ms. Charles said that as current service provider, Job Service was unable to acquire additional staff due to a state-wide hiring freeze. It became necessary to offer the contract to AFL-CIO LETC, who had been a supplier of dislocated worker services as recently as September 2007.

Motion by Dr. Knox, second by Ms. Granados to approve awarding a contract to the AFL/CIO LETC in the amount of \$28,403 to serve 55 participants for the period from March 19, 2008 to June 30, 2008. **Motion carried unanimously with Mr. Upperton abstaining.**

2. Approval of Revision to Training and Support Service Payment Policy – E-420

Ms. Charles briefly reviewed the revisions to the policy which include an increase in the ceiling amount to \$8,000 per participant, which is also a lifetime maximum. Dr. Knox suggested the language read Career Pathways Model instead of Career Road Map, to which the Board concurred.

Motion by Mr. Elliott, second by Mr. Otterstein to approve the proposed revisions to the Training and Support Service Payment Policy E-420 with the inclusion that the language be amended to read Career Pathways Model. **Motion carried unanimously.**

3. Update on the South Central/Southwest WIRED Initiative

Dr. Borremans reminded members that the Department of Labor (DOL) developed “Workforce Innovations in Regional Economic Development” (WIRED) Initiative to go beyond traditional strategies to address the challenges associated with building a globally competitive and prepared workforce. Dr. Borremans added that the South Central and Southwest Wisconsin (SC/SW) Workforce Development Boards received a \$5 million, 3 year WIRED grant to serve a 12-county region.

Dr. Borremans explained that the required Implementation Plan was submitted last Fall, but DOL has not formally responded. Dr. Borremans said that approval of the Implementation Plan is necessary before the grant can move forward. During a recent telephone conference, DOL expressed concerns about the current scope of activities and scheduled training with the SC/SW WIRED Leadership Team. Dr. Borremans explained that the purpose of the training is to present DOL’s concept of regionalism and transformation, and address issues related to collaboration across the 12 counties. The meeting is scheduled for Wednesday, April 16, 2008 from 8:30 a.m. – 2:00 p.m. Dr. Borremans said that attendance will involve the SC / SW Leadership Caucus – workforce board executive committee members, county board chairs, industry-sector chairs, technical college presidents, UW officials and other community members. Dr. Borremans distributed handouts which included a draft agenda for the April 16, 2008 meeting.

He also distributed a WIRED Issue Analysis he had prepared summarizing the critical differences between SWWDB and South Central. Dr. Borremans said he believes that these differences occurred because the required leadership group has

not been formed nor has it met. Dr. Borremans said he believes that the leadership group should include more private-sector business representatives. South Central is more heavily invested in training and wants to move quickly to implement career pathways curriculum in the six (6) industry sectors. Dr. Borremans said that DOL staff have indicated that training is a by-product of a regional economic strategy and not the primary purpose of WIRED.

Open discussion was held and board members were given an opportunity to ask questions and express their concerns.

Dr. Knox reminded members that the “rural communities” of the Southwest were a deciding factor in the amount of money received for the initiative and further asked if the WIRED Initiative was intended to be a planning or strategic grant. Ms. Charles indicated that was also her understanding.

Mr. Palzkill asked about the allocation of the \$5 million, and said he recalled that the portion for Southwest was \$1.7 million. Dr. Borremans said that the funds were not intended to be designated to sub-regions but are intended for activities designed to serve the entire region.

Mr. Elliott asked, in moving forward, what the SWWDB strategy is? Dr. Borremans responded that he has met with the SWWDB Executive Committee, the county board chairs, local economic development agencies to explain the situation. He has also talked to several DOL staff and confirmed that his understanding of the WIRED objective is consistent with DOL intent. He encouraged Southwest to participate in the training on April 16, 2008 and then determine how to proceed.

Mr. Scaccia asked if the goals of the project can be achieved considering the growing “differences” between the two executive directors. Dr. Borremans said that DOL provides technical assistance funding that could be used for conflict resolution training.

Mr. Elliott said it appears that South Central has made some promises regarding funding of activities. Ms. Charles stated that South Central has hired 2 staff for the WIRED project. Mr. Elliott asked about the possibility of a “Cease and Desist Order” on South Central's ability to spend WIRED funds.

Mr. Otterstein stated that SWWDB is at a crossroad with the WIRED project and offered the following strategies in going forward:

1. Change the Implementation Plan to reflect the needs of the entire region
2. Improve communications – honest communication with no back channel communications
3. Agree on administrative protocols and not change processes without mutual agreement of both WDBs
4. Remove politics from processes – too much Madison centric activities
5. Make sure fund distribution is consistent
6. Depersonalize activities

Mr. Scaccia said that the Implementation Plan was not representative of Southwest needs and had minimal input from Southwest staff. He felt that the Plan had to be scrapped. Other board members agreed. Mr. Scaccia said that if South Central is not willing to change the Implementation Plan, SWWDB should discontinue

participation. Dr. Knox commented that scrapping the entire plan may not be the best approach and that there are some worthwhile activities included in the plan. She added that WIRED is a planning grant and that the planning is in the transformative strategies that the partners will use throughout the region.

Mr. Stocker suggested that SWWDB attend the meeting on April 16, 2008; sit back, look and listen; then decide if the objective is worth continuing. Mr. Carter said that the activities must benefit all areas of the region.

Dr. Knox offered that positive things are already happening from the collaboration. She said that the four technical colleges in the region wrote a joint grant to serve the needs of the utility companies.

Board members expressed support for the regionalism concept. The consensus was to attend the April 16, 2008 training and to plan the next steps after that meeting. The consensus of the Board was not to recognize the draft Implementation Plan and not accept the South Central WDB as the leadership entity.

8. Executive Director's Report

Dr. Borremans congratulated Ms. Shannon Moe and Mr. Mike Muthig on their outstanding efforts with the Wisconsin Senior Employment (WISE) Program, which received additional grant monies. Ms. Amy Charles was also lauded for her efforts in to helping SWWDB receive \$85,000.00 for the Emerging Industry Skills Partnership (EISP) Program.

Dr. Borremans updated the members on the status of the WIA rescission, which is still undecided. Dr. Borremans also shared that the state is seeking DOL approval on several waivers to WIA regulations. Many of the waivers sought by Wisconsin have already been approved for other states.

9. Chairperson's Report

Mr. Stocker thanked everyone for attending the meeting.

10. Adjournment

Motion by Mr. Ward, second by Ms. Knox to adjourned at 7:40 p.m. **Motion carried unanimously.** The next SWWDB Meeting is scheduled for Wednesday, July 9, 2008 at a location to be announced.