

Southwest Wisconsin Workforce Development Board Meeting
September 10, 2008
Meeting Minutes

The Southwest Wisconsin Workforce Development Board met on Wednesday, September 10, 2008 at the Evansville Golf Course Club House in Evansville. Attendance was as follows:

Members Present:

Ms. Margery Tibbetts, Vice-Chairperson	Dr. Karen Knox
Dr. Gary Albrecht	Mr. Tom Larsen
Ms. Amy Banicki	Ms. Suzanne Lee
Mr. Art Carter	Mr. Terry Martin
Mr. Charles Elliot	Mr. Troy Marx
Mr. James Finley	Mr. James Otterstein
Ms. Cindy Harrington	Mr. Steve Scaccia
Mr. Tom Hogan	Ms. Shari Schaff
Mr. Randy Jacquet	Mr. Geoff Upperton
Ms. Jennifer James-Baker	Mr. Larry Ward

Members Excused:

Ms. Carmen Granados	Mr. Bruce Palzkill
Mr. Richard Gruber	Ms. Regina Prude
Ms. Anne Hore	Mr. Tom Schraeder
Ms. Anne Lutz	Mr. Scott Stocker
Mr. Walter Orzechowski	

Guests Present: Mr. Mark Masters

Staff Present:

Dr. Robert Borremans	Ms. Shannon Moe
Ms. Amy Charles	Ms. Katie Smith
Ms. Annette Meudt	

1. Welcome; Call to Order; Introduction of New Board Member and Guests

Ms. Tibbetts welcomed everyone and called the meeting to order at 4:11 p.m. Ms. Tibbetts introduced and welcomed to the Board, Mr. Terry Martin, who will officially join the Board as a member in December. Ms. Tibbetts noted that Ms. Anne Lutz was absent, but will also join the Board in December. Mr. Mark Masters, Iowa County Board Chairperson, was also introduced by Ms. Tibbetts.

Dr. Knox explained that Youth Academy is a great cooperative effort between CESA 3 and Southwest Wisconsin Technical College and distributed a brochure explaining the program. She thanked Amy Charles for her idea and cooperation. She further explained that there are six (6) different Academies that youth can participate in. Dr. Knox explained that the program is for youth that meet WIA eligibility criteria, and said that the credits are transferable into programs at the Technical College. She added that, when students have completed the academy, and are still low income, they will be put into the Adult WIA Program. Dr. Borremans congratulated Dr. Knox and her staff for being very open and flexible toward the concept of a model program. It was noted that CESA #2 is also interested in this program and that Ms. Charles is in the process of discussing it with them.

2. Approval of SWWDB Meeting Minutes

Motion by Mr. Elliot, second by Mr. Finley to approve the July 9, 2008 SWWDB Meeting Minutes.
Motion carried unanimously.

3. **Financial Report**

Ms. Meudt stated that since the SWWDB fiscal year is from July to June, grants are just getting started. She noted that the Summary Financial Statement (Enclosure 2) shows a summary of all of the fund sources as of August 31, 2008. Ms. Meudt informed the Board that the funding shown as an addition to the budget approved in July, is for the National Emergency Flood Grant and a limited term Leased position for Richland County. She added that an adjustment was made for the Disability Navigator grant which was \$5,000 less than anticipated. Ms. Meudt explained that about half of the grants are formula allocated meaning there is no competing for funds, and that the other half comes from grants written for a targeted population, business services income, and leased employees.

Ms. Meudt explained that personnel leasing is primarily used by counties, but SWWDB is now marketing this to the Private Sector. The Payment Authorization System (PAS) shows that approximately 50% of the training and supportive monies have been obligated. She added that the new Program Operator for the Rapid Response Grant is AFL-CIO, and that only the first increment has been received and will fund the program through December 31, 2008. If the grant is spent on track, a second increment is expected in January 2009.

The Detail Financial Statement (Enclosure 3) shows a fund-by-fund picture of all grants or contracts and the activity for expenditures and revenue through August 31. Additional money was received for 2007-08 WISE program, and the grant was extended through September 30, 2008. Ms. Meudt explained that the Disability Navigator Grant has been reduced this year, and is expected to end June 30, 2009. The Emerging Industry Skills Partnership Grant (EISP) started last fiscal year, but the majority of the activity will be this year. She explained that the State Rapid Response is targeted toward the auto related workers, and added that the National Emergency Grant Flood Grant received additional money to be extended in Rock County. Ms. Meudt explained the Leased Contracts county-by-county as follows: Green, Grant, SWCAP, Iowa County, DVR Rock County, a small W2 Contract, and Richland as the largest. She added that currently there are between 25 to 30 leased employees.

Motion by Mr. Ward, second by Mr. Finley to approve the July and August 2008-09 Financial Report.
Motion carried unanimously.

4. **Unfinished Business**

None.

5. **Consent Agenda**

Dr. Borremans explained that the Ad Hoc Committee has authority to act on behalf of the Board subject to confirmation from the Board. He added that this procedure has proved to be an efficient and prompt response to Eligible Training Providers (ETPs). Dr. Borremans said that the Budget Modifications are routine, based on grants that have been received or withdrawn.

Dr. Knox asked for clarification that programs offered by Concordia College are in Beloit. Dr. Borremans replied stating that Concordia College has an Outreach Center in Beloit.

Motion by Ms. Harrington, second by Mr. Albrecht to approve both items on the Consent Agenda.
Motion carried unanimously.

6. **Committee Reports**

None.

7. New Business

A. **Consideration of On-the-Job Training (OJT) Policy – E-330**

Dr. Borremans explained that OJTs are one of the training options available under WIA. He said that Ms. Charles has worked with many organizations and individuals, including Mr. Otterstein, to make this policy a viable training option. Ms. Charles added that they are trying to broaden the policy as much as possible.

Ms. Charles explained that there are problems with capacity in the educational delivery system in Rock County, so SWWDB is looking at different training opportunities to address the auto-related lay-off situation. She added that while all of the educational organizations are more than willing to add additional sections, they are at undesirable hours. Ms. Charles noted that other types of programs are being looked at to create some flexibility and this is an ideal way to handling the training that might not otherwise be available.

Addressing the proposed policy (Enclosure 4), Mr. Larsen asked if it is a WIA requirement that the employer is a private sector business. Dr. Borremans answered that it is not a WIA requirement; rather, it is a requirement that is being used by SWWDB as a way to try to target limited resources and address the needs of the private sector business.

Mr. Upperton asked if the purpose of the policy should be reworded to say “continue the employment of an individual” instead of “to hire an individual”. Dr. Borremans responded that it is identified in the regulation the way it currently reads. Ms. Charles added that the employer has the right to let the employee go, and wording should be written carefully as to not box the employer into an employee they are not satisfied with. Dr. Borremans asked Mr. Upperton if changing “to hire an individual” in the Purpose statement to “will continue to employ the individual” would clarify the statement. Mr. Upperton agreed that the revision would address his concern.

Mr. Upperton asked for the definition of workplace literacy, and Dr. Knox responded saying it means knowing the language and terminology of an occupational field an individual will know and understand the jargon of the job. Mr. Upperton suggested changing the word to “workplace education.” Dr. Borremans stated that “workplace literacy” is stated in the regulations and that is why it is used in the policy. To clarify Mr. Upperton’s question, “education” will be placed in parenthesis after the term workplace literacy.

Mr. Upperton asked why the hourly wage starts at \$10.00/hour. Dr. Borremans responded that it is the hourly rate used in the regulations. He added that it also opens up to a variety of occupations that fits the intent of training. Mr. Otterstein commented that the baseline allows a career laddering concept whereby a worker can become involved in on-the-job training and then have upward progression to earn a higher wage once they have demonstrated greater skills and higher value to the employer.

Mr. Upperton asked why OJT would be available to leasing agencies, and Dr. Borremans responded by saying that it is allowable under the regulations. Mr. Marx asked if there is occupational, income, or industry limits in the 32 hours of training. Ms. Charles responded that there is a limit for participants for training.

Mr. Larsen asked if 50% of the \$10.00/hour will be reimbursed to the employer. Ms. Charles responded that the OJT contracts are negotiated between the SWWDB and the employer on behalf of the client. A reasonable starting point is needed for smaller companies to look at bringing people in. She added that a sliding scale is used for the skill levels of the client throughout training.

Motion by Mr. Otterstein, second by Mr. Elliot to approve the On-the-Job Training (OJT) Policy – E-330 with revisions. **Motion carried unanimously.**

B. Consideration of Eligible Training Provider Policy – E-370

Dr. Borremans said this policy allows the Ad Hoc Committee to take action on behalf of the Board subject to confirmation by the Board. He added that It is a prompt, flexible step for getting approval for needed programming and addresses the process questions raised at the last board meeting.

Motion by Mr. Elliot, second by Mr. Otterstein to approve the Eligible Training Provider Policy - E-370. **Motion carried unanimously.**

C. Workforce Innovation in Regional Economic Development (WIRED)

Dr. Borremans updated the Board on WIRED and said that Secretary Roberta Gassman has appointed the new Leadership Caucus. He added that Ms. Barbara Hummel, who will be the facilitator for the Leadership Caucus, has held a series of briefings with caucus members. The briefings are intended to be a way to introduce Ms. Hummel to the group, and to go over key information that has been gathered and introduced, or to clarify questions that were asked over the last few months. Dr. Borremans told the Board that the Grow Report and the Seeds of Workforce Change were discussed in great detail at the briefings.

Dr. Borremans shared that the first Leadership Caucus briefing will deal with updating and creating a new SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis. He said that it is important to identify factors that are different between the original grant application and current conditions. He further explained that the employment by sector is based on the "Seeds of Workforce Change" report that was completed in 2006. He said that making employment projections based on 2006 data, considering all of the changes that have occurred in the labor market since that time, it is unrealistic and a concern.

He added that transportation and logistics is a strong industrial cluster for the region that has not been considered in the WIRED proposal. In his opinion, it is a new occupational focus that should be considered. Ms. Charles then went through a SWOT process and got input from the Board on how leadership caucus members can represent the interests of the board at the September 11, 2008 Leadership Caucus Meeting.

D. Designation of Southwest Job Center Locations

Dr. Borremans stated that Secretary Gassman developed a proposal to centralize Job Service staff in 12 Job Centers around the state. He added that Secretary Gassman met with resistance from a wide variety of organizations regarding her plan. In fact, a special State Senate hearing was held to assess the impact of the changes. He shared that the Secretary ultimately decided that Job Service staff would be headquartered at two Job Centers in each WDA. Dr. Borremans said that he recommended Janesville and Fennimore as the two sites for Southwest Wisconsin. Apparently, the Secretary has accepted his recommendation.

Dr. Borremans asked the Board to consider designating Janesville as the comprehensive center and Fennimore as the second Job Center location. He said that the title "Job Center" should be removed from the other community locations to avoid confusion over services available at the non-Job Center sites.

An announcement from DWD that the Veterans representatives will no longer be a part of Job Service was explained by Dr. Borremans. He further reported that they will be a separate unit reporting to the Division Administrator for employment and workforce services.

Mr. Otterstein asked what marketing process would be used to make the change in service level known to potential clients. Dr. Borremans said that there will be news releases and signs posted within the Job Centers to inform the public of change. He added that using other agency staff, who will remain at the sites, will also be helpful in communicating the changes. He added that a telephone link back to one of the two remaining Job Centers would allow clients to have immediate contact and schedule appointments.

Motion by Mr. Elliot, second by Mr. Otterstein to designate Janesville and Fennimore as the two Job Center locations. **Motion carried unanimously.**

E. Update on Special Rapid Response (SRR) and National Emergency Grant (NEG) Activities

Ms. Charles gave an update on the National Emergency Grant application and shared that it was submitted by the Department of Workforce Development at the end of July 2008. She added that there has been no response from the Department of Labor (DOL), and if there is no response by next week, the State will start to make inquiries.

Ms. Charles explained that the SRR Grant is operational and AFL-CIO, program operator is located the Rock County Job Center. She added that SWWDB has expended nearly all of the funds allocated for Phase 1 of the grant and said that an application for Phase 2 funding will be submitted in October.

Dr. Borremans said that a work team has been formed to begin delivering services for those dislocated. One activity scheduled is a Manufacturing Professionals Job Fair scheduled for GM management personnel at the end of September. He further explained that resume writing, interviewing, and other skills workshops will be provided for management personnel. Dr. Borremans also shared that a new job matching online tool, called **workers4u.org**, has been developed and will be used for the first time with GM workers.

Dr. Borremans shared that General Motors will be providing computers to be installed at the UAW, so the facility can be used as a remote Job Center to provide services at a site comfortable to clients. He added that the UAW site will be considered for training those of limited capacity at educational facilities.

He reported that on September 16, 2008, there will be a demonstration of the JobFit Assessment Tool. The intent of the demonstration is to show educational and economic development entities how SWWDB will use JobFit to help auto workers find new jobs. Dr. Borremans added that JobFit allows employers to profile a position within their company and provide a match with workers that are coming into the system. It has been demonstrated to be an effective tool for career advising and is a component of the pre-assessment FutureTrac workshop.

F. Appointment of an Ad Hoc Committee for 2007-08 Audit

Dr. Borremans asked for volunteers to serve on an ad hoc committee to meet with auditors as part of the pre-audit orientation and post-audit reporting process. He added that the auditors prefer to address any concerns and/or findings confidentially with a Committee of the Board. Dr. Borremans suggested that members of the Finance Committee would be best suited to serve on the ad hoc committee. Members of the Finance Committee agreed to serve and were confirmed by Vice-Chairperson Ms. Tibbetts.

G. Report on the DWD Monitoring for Program Year 2007-08

Ms. Charles and Ms. Meudt reported that the Workforce Development Board received a monitoring visit from Karen Pfeil and Nancy Eilks from DWD. This year, they looked at programs, policies, and procedures to make sure things were being done according to the WIA Plan and Program Plan. There was no review of participant files, as there had been in previous years. Ms. Meudt added that the only recommendation was to have all fiscal policies reviewed by the Board annually.

8. Executive Director's Report

Dr. Borremans announced that Ms. Tammie Engelke has resigned from the Board because she accepted a new position with Southwest Technical College and is no longer eligible to continue as a Private Sector business representative. He added that Mr. Terry Martin and Ms. Anne Lutz, are new members whose first official meeting is in December.

Dr. Borremans also announced that on Monday, September 15, the State will release their version of the Virtual Job Center called the Job Center of Wisconsin. The location and time of the news conference is not yet known, but the event will be held in Janesville.

9. Chairperson's Report

None.

10. Adjournment

Ms. Tibbetts adjourned the meeting at 6:57 p.m. The next SWWDB Meeting is scheduled for Wednesday, December 10, 2008 at a location to be announced.