



MEMORANDUM

Date: March 3, 2008

From: Art Carter, Chief Local Elected Official
Scott Stocker, SWWDB Chairman

To: Local Elected Officials

Mr. John Patcle	Mr. Jack Sauer
Mr. Ann Greenheck	Mr. Russ Podzilni
Mr. Mark Masters	

To: SWWDB Members

PRIVATE SECTOR

Name	Business	County
Mr. Charles Elliott	Johnson Insurance	Rock
Mr. James Finley	Wisconsin Community Bank	Green
Mr. Richard Gruber	Mercy Health System Corp	Rock
Ms. Cindy Harrington	Manpower	Rock
Mr. Tom Hogan	General Motors Corporation	Rock
Ms. Anne Hore	Lands' End	Iowa
Ms. Jennifer James Baker	Schmitt Woodland Hills	Richland
Ms. Anne Lutz	Alliant Energy	Rock
Mr. Terry Martin	Tricon Construction Group	Green
Mr. Troy Marx	Upland Hills Health	Iowa
Ms. Regina Prude	New Directions Management Service	Rock
Mr. Steve Scaccia	Freedom Plastics	Rock
Ms. Shari Schaff	Advanced Connections	Rock
Mr. Tom Schraeder	Hodan Center	Iowa
Ms. Margery Tibbetts	Murphy Desmond S.C.	Rock

PUBLIC SECTOR

Name	Organization	County
Dr. Gary Albrecht	Cooperative Education Services Agency #2 (CESA 2)	Rock
Ms. Amy Banicki	Unemployment Insurance Benefit Center	Dane
Mr. Art Carter	Green County Board & CLEO	Green
Ms. Carmen Granados	United Migrant Opportunity Services	Richland
Mr. Randy Jacquet	Richland County Depart of Human & Social Services (DHSS)	Richland
Dr. Karen Knox	Southwest Wisconsin Technical College (SWTC)	Grant
Mr. Tom Larsen	Wisconsin Council 40, AFSCME	Rock
Ms. Suzanne Lee	Department of Vocational Rehabilitation	Rock
Mr. Walter Orzechowski	Southwest Community Action Program (SWCAP)	Iowa
Mr. James Otterstein	Rock County Economic Development Agency	Rock
Mr. Bruce Palzkill	Southwest Wisconsin Job Service	Iowa
Mr. Geoff Upperton	AFL CIO LETC	Rock
Mr. Larry Ward	Southwest Wisconsin Regional Planning Commission	Grant

RE: Joint Southwest Counties Consortium and Southwest Wisconsin Workforce Development Board Meeting Notice

Wednesday, March 11, 2009, 4:00 p.m. – 7:00 p.m.
Upland Hills Health
800 Compassion Way, Dodgeville, WI 53533 0800

A joint meeting of the Southwest Counties Consortium and the Southwest Wisconsin Workforce Development Board is scheduled for **Wednesday, March 11, 2009** at the time and place noted above. The agenda for the meeting is attached and provides links to the enclosure documents. This will allow you to read the documents online or download them. Staff will bring copies of the enclosures to the meeting, eliminating the need for you to print the materials at your office. Also included, is a map of Dodgeville showing the location of Upland Hills Health facilities located on the south edge of Dodgeville.

NOTE: All enclosures have been hyperlinked to the SWWDB network. They may be previewed and/or downloaded by clicking on the enclosure number. Copies of all referenced documents will be distributed at the meeting.

In the interest of time, please direct questions regarding any of the agenda items or enclosures to Bob Borremans at 608 751 8604 or r.borremans@jobcenter.org, prior to the meeting.

If you are unable to attend the meeting, please contact Mary Kay at 608 342 4227 or mk.runde@jobcenter.org by 4:00 p.m., two days prior to the meeting date.

Upon advance request, reasonable accommodations will be made for persons with disabilities. If special accommodations are needed, please contact Mary Kay Runde at 608 342 4227 or mk.runde@jobcenter.org at least two days prior to the meeting.



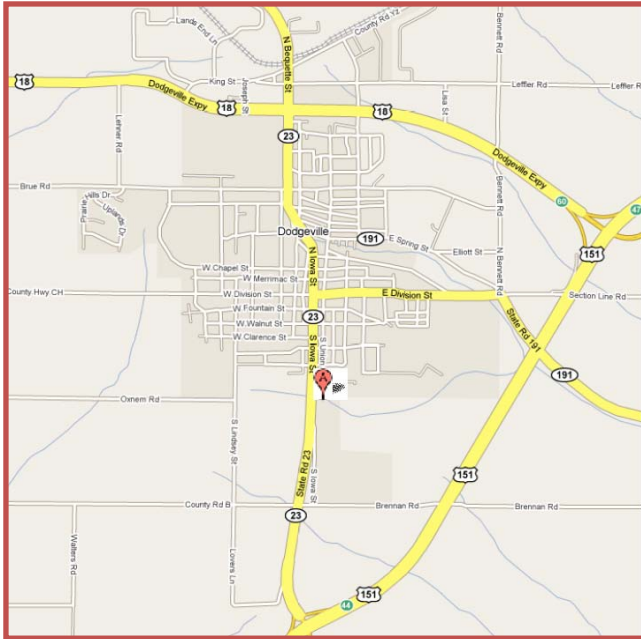
JOINT SOUTHWEST COUNTIES CONSORTIUM AND SWWDB BOARD

**MARCH 11, 2008
AT**



**800 COMPASSION WAY
DODGEVILLE, WI 53533-0800
(608) 930-8000**

MEETING: 4:00 P.M.



Directions from Monroe:

- § Head west on WI-11 to WI-23
- § Turn right at WI-23 and head north through Darlington and Mineral Point, WI
- § Turn right at Route 151 and continue to follow Route 151/WI-23 1.5 mi
- § Take exit 44 (first Dodgeville exit) for WI-23 N toward Dodgeville and continue on WI-23 to E Polk St then turn right
- § Turn right at S Union St
- § Destination will be on the right

Directions from Janesville:

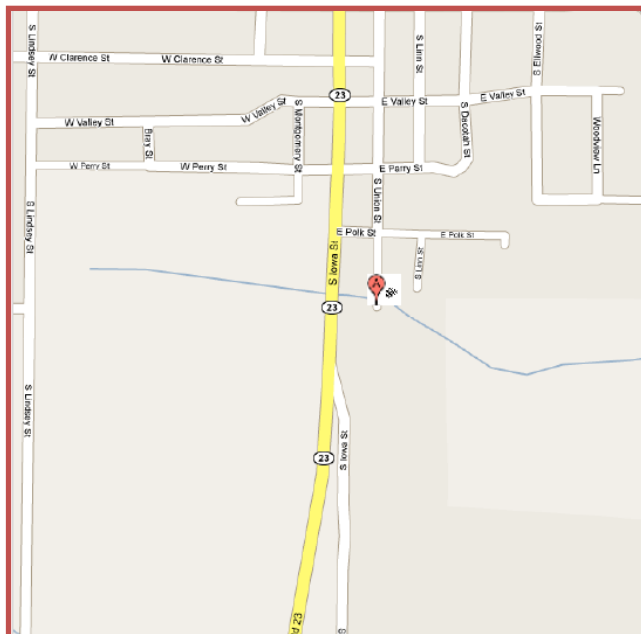
- § Head north I-39/I-90
- § Take exit 142A on the left & merge onto US-12 W/US-18 W
- § Take exit 258 & turn left at S Midvale Blvd/US-151/US-18 toward Dodgeville
- § Continue to follow US-151 toward Dodgeville
- § Take exit 44 (second Dodgeville exit) for WI-23 N toward Dodgeville and continue on WI-23 to E Polk St then turn right
- § Turn right at S Union St
- § Destination will be on the right

Directions from Platteville:

- § Head north on US-151
- § Take exit 44 (first Dodgeville exit) for WI-23 N toward Dodgeville/Spring Green 0.5 mi
- § Turn right at WI-23 Dodgeville/Spring Green
- § Continue on WI-23 to E Polk St then turn right
- § Turn right at S Union St
- § Destination will be on the right

Directions from Platteville:

- § Head east on US-14
- § Turn right at WI-130
- § Stay on WI-130 to WI-23
- § Turn right on WI-23 & follow WI-23 through downtown Dodgeville
- § Turn left at E Polk St
- § Turn right at S Union St
- § Destination will be on the right



**Joint Meeting
Southwest Counties Consortium and
Southwest Wisconsin Workforce Development Board**

Wednesday, March 11, 2009

Upland Hills Health
800 Compassion Way
Dodgeville, WI 53533-0800

AGENDA

- 4:00 p.m. **1. Welcome; Call to Order; Introduction of New Board Members and Guests**
- 4:05 p.m. **2. Approval of Minutes of the November 25, 2008 Southwest Counties Consortium Meeting**
Minutes of the Local Elected Officials Meeting held on November 25, 2008 are contained in [Enclosure 1](#). Approval of the November 25, 2008 meeting minutes by Consortium members is requested.
- 4:10 p.m. **3. Approval of Minutes of December 10, 2008 SWWDB Meeting**
Minutes of the December 10, 2008 SWWDB Meeting are contained in [Enclosure 2](#). Approval of the December 10, 2008 meeting minutes by SWWDB members is requested.
- 4:15 p.m. **4. Economic Development Update IBM Dubuque Global Delivery Center**
International Business Machines Corp. (IBM) announced in January that it plans to create a global delivery center in downtown Dubuque. This move creates 1,300 information technology jobs over the next year and is expected to create \$58.5 million in wages – with an average yearly salary of \$45,000 for workers. There is also the potential for hundreds of more jobs in the future.

IBM officials said that the Dubuque delivery center will house the people managing and providing data center security for the global infrastructure and resource management for IBM's integrated technical delivery. They said that the company will be looking for workers with training in computer science and information systems backgrounds who are interested in making a career with the company. Many jobs will be filled by this summer, and they hope to be fully staffed by 2010.

A number of factors were cited for the selection of Dubuque – most notably, the regional collaboration and an abundance of college students in a 100 mile radius in computer science fields. Mr. Ron Brisbois, executive director of the Grant County Economic Development Corporation and Dr. Karen Knox, president Southwest Wisconsin Technical College were instrumental and representing the interests of Southwest Wisconsin. Mr. Brisbois will provide an overview of the project and the impact these jobs will have on regional economic/community development.

The success of this project will require a trained and skilled workforce. It is an example of the collaboration needed between economic opportunity and workforce development to respond

to local job needs. The presentation is informational to make you aware of an important economic initiative directly related to workforce planning in our area. No action is required.

4:25 p.m.

5. RiverLands Economic Advantage Program (REAP)

In 2007, a partnership was formed, involving organizations from southwest Wisconsin, northwest Illinois and eastern Iowa, to more closely examine regional economic development opportunities. The starting point was the RiverLands Economic Advantage Program (REAP); a project intended to develop a regional economic strategic action plan that reflects the realities of the economic environment in the 14 county "tri state" area.

Working with Dr. Mark Drabenstott, internationally known rural economist and Director of the Rural Policy Research Institute (RUPRI) Center for Regional Competitiveness at the University of Missouri Columbia, REAP has identified the area strengths and business opportunities through a regional roundtable process. Business clusters relevant to the RiverLands region were also developed.

On February 20, 2009, business, education and government leaders met to hear the finding of the REAP research and analysis, and to discuss three key questions that will shape the strategic options for the future:

- What are the most promising economic opportunities within RiverLands?
- How can entrepreneurship and innovation best contribute to these opportunities?
- What partnerships within the region can drive these new opportunities?

Larry Ward, executive director of the Southwest Wisconsin Regional Planning Commission and SWWDB member will share the results of the REAP study and recommendations from the February 20, 2009 meeting. He will also discuss future activities for the REAP effort which include ongoing discussion of key investment strategies; determining economic development options with the highest priority; and developing a regional economic development strategy.

Like the IBM project report, this presentation is informational to make you aware of another project directly related to economic and workforce planning in our area. No action is required.

4:40 p.m.

6. Southwest Wisconsin Technical College Facility Expansion

Last April, voters in Southwest Wisconsin approved a \$31.9 million ballot measure to expand the facilities at the Southwest Wisconsin Technical College (SWTC) in Fennimore. The following facilities are currently nearing design completion – Health Sciences Center, Childcare Center and Agricultural/Automotive Technical Center. Design development of a Public Safety Training Complex also is underway. In addition to the new buildings, plans include reconfiguration and renovation of existing facilities to accommodate changing needs.

SWTC is the primary workforce training provider and partner in southwest Wisconsin. Expansion and renovation of facilities will enable SWTC to continue to provide the types of training needed in the region. SWTC president, Dr. Karen Knox, will review the expansion/renovation plans for the college.

This presentation is provided for information and no action is required.

4:50 p.m.

7. Tour of New Addition Upland Hills Health Facilities

Upland Hills Health has entered a new era of progress and growth marked by monumental

including required books and materials is \$2,400. The average wage at placement for graduates of the program is \$18.00 per Rock Valley College's Strategic Enrollment Report.

- › Rock Valley Community College in Rockford, IL has requested approval of the Manufacturing Engineering Technology Program. Graduates of this 2 year Associate Degree program are prepared for interdisciplinary careers in high tech manufacturing and industrial technology, with emphasis in areas of modern design methods, production and continuous improvement techniques. The tuition cost for the program including required textbooks is \$6,400. The average wage at placement for graduates of the program is \$18.00 per Rock Valley College's Strategic Enrollment Report.
- › TECHWORKS in Rockford, IL has requested approval of the CNC Technician Program. Graduates of this certificate program have the basic skills necessary to begin employment within the CNC field as a CNC operator and will understand basic machining concepts, basic computer skills, CNC milling procedures, CNC lathe procedures and basic manufacturing process. The tuition cost for the program is \$1,920 which does not include the cost of books. Graduates of this program can earn up to \$14.00 per hour.
- › Madison Area Technical College in Madison, WI has requested approval of the Applied Science in Mechanical Design Technology Program. Graduates of this 2 year Associate Degree program will be able to use science, mathematics, engineering problem solving, computer aided design technology and parametric solid modeling to provide assistance to engineers in the design of products and preparation of engineering drawings. The tuition cost of this program including supplies and text books is \$9,555. The average wage at placement for graduates of this program is \$15.88 per hour.
- › Madison Area Technical College in Madison, WI has requested approval of the Consortium for Education in Renewable Energy Technology (CERET) Program. Graduates of this 12 credit certificate program (of which credits will be transferable to the Renewable Energy Program under design at MATC) will understand issues related to renewable energy such as solar, wind and photovoltaic resources. The tuition cost for this program is \$1,635 including textbooks for the full 12 credits. As this is a new training program graduate follow up data was not available, but due to the nature of this demand training field, it is recommended for approval, as it will be required that those taking the training already have a degree in the Electrical, Plumbing, or HVAC fields.
- › University of Wisconsin Platteville in Platteville, WI has requested approval of the Technical College Instructor Certification Program. Graduates of this certificate program will meet the requirements of instructors for the WTCS, competencies are gained in curriculum development and course construction, teaching methods, educational evaluation and guidance and counseling. The tuition cost for this program is \$4,198 including books. The program is a new course offering through e tech system and no graduate follow up data is available to date, however, enrollees must already have completed a baccalaureate degree in order to be accepted into the program.

ETP Ad Hoc Committee denied approval of the following programs for the reason (s) stated:

- › University of Wisconsin Platteville Office of Continuing Education in Platteville, WI requested approval for the following certificate programs:
 - Power Plant Operations
 - Medical Administrative Specialist
 - HVAC Technician
 - Medical Billing and Coding
 - Microsoft Office Specialist

The programs ranged in length from 60 hours to 320 hours and costs varied from \$1,600 to \$3,100. These programs were offered in collaboration with Gatlin Education Services. It was the opinion of the review committee that while these programs appeared to be good continuing education courses, it would be difficult to learn all of the required competencies necessary to gain employment within the particular occupational area. Also, graduate follow up data was only available on a national basis for each of the programs and was very low with no wage data or placements within the industry trained being reported for any of the programs.

The board granted authority to the Ad Hoc committee to approve or deny ETP requests, on behalf of the board, subject to confirmation by the full board at its next regularly scheduled meeting.

Confirmation of the committee action is requested.

B. Approval of FY 2008 09 Budget Modifications

SWWDB receives grants and contracts throughout the year that either increase or reduce the originally approved fiscal year budget. When SWWDB receives information regarding changes to the budget, this information is brought to the Board for action to modify the approved budget.

The following modifications to the approved FY 2008 09 budget are requested:

› **Increase Revenues and Expenditures**

- € \$163,437 – Receipt of an Iowa County Leased Employee Contract for three (3) Aging and Disability Resource Center (ADRC) positions

This modification will increase the SWWDB total 2008 09 budget from \$5,802,082 to \$5,965,519.

Full board approval of the budget modifications is requested.

11. Committee Reports

None.

12. New Business

6:10 p.m.

A. WIA Local Plan 2009 2010

The Department of Workforce Development (DWD) recently released the new guidelines for development of the 2009 10 Local WIA Plan. Section 118 of the Workforce

Investment Act (WIA) requires each local workforce development board to develop and submit a comprehensive Local Plan in partnership with the appropriate Chief Elected Officials. The current plan expires on June 30, 2009.

The timing of this year's plan provides for Governor Doyle's GROW Wisconsin—The Next Steps and President Obama's Recovery and Reinvestment Act priorities to be incorporated. Specifically, the plan must address enhanced demand driven workforce training targeted to the type of jobs contemplated by the federal recovery priorities.

These guidelines require the local workforce board to describe how it fits into a regional plan to invest in strategic industries that will GROW regional economies. Specific elements must address re-aligning workforce resources and improvements with the workforce infrastructure including:

- Developing regional planning processes with common outcomes
- Establishing industry sector partnerships to best identify the future workforce needs of the area's employers;
- Leveraging regional resources by better identifying demand and supply industries and guiding partners in that direction; and
- Establishing of regional economic, education and training and service delivery metrics of "success"/common outcomes.

The plan is due on April 30, 2009. To meet this deadline, it is suggested that an ad hoc committee of 3 – 5 board members be formed to meet with administration to develop the plan and coordinate activities on a regional basis with the Workforce Development Board of South Central Wisconsin – our regional partner in this GROW region. It is further suggested that a special joint meeting of the Southwest Counties Consortium and SWWDB be held at the end of April, immediately prior to submission of the document, to approve the plan.

Bob Borremans and Amy Charles will review the planning requirements and process. Board member input and discussion will be appreciated.

6:20 p.m.

B. WIA Waivers Process

WIA provides continuing authority for DOL to grant waivers to states in implementing reforms to the workforce development system. The waiver authority also provides an important opportunity for the state, and ultimately WDBs, to create a more nimble workforce infrastructure and expand innovative services to meet the needs of business and WIA participants. DWD submitted a State Waiver Plan to DOL on August 29, 2008 requesting waivers on the following issues:

- A. Transfer of Funds between Adult and Dislocated Worker Formula Allocation Funds
- B. Incumbent Worker Training with Formula Funds
- C. Youth Program Competitive Procurement Requirements
- D. Common Measures for Reporting Performance
- E. Unspent Formula Allocation Funds

DOL approved the first four with some conditions. The DOL parameters in their November 26, 2008, letter are summarized in the implementation details below. The updated portion of this policy addresses three waivers from the above list: A., B. and C. The DOL approved waivers now allow DWD to entertain WDB waiver requests for the

first three items without further review by DOL or another local public review and comment period.

[Enclosure 5](#) provides a summary of the DOL approved waivers and a brief description of the new waiver submission process. To take advantage of the four waivers approved for Wisconsin, SWWDB will either need to develop a waiver plan or request the waivers as part of the 2009-10 Local WIA Plan.

Bob Borremans will discuss the opportunities for waivers and the next steps for SWWDB to seek approval for waivers. Board discussion on the merits of submitting request for waivers is appreciated. No action is required.

6:30 p.m.

C. Economic Recovery and Reinvestment Act

On Friday, February 13, 2009, the House of Representatives and Senate approved the American Recovery and Reinvestment Act of 2009 which President Obama promptly signed into Law. Efforts began immediately to distribute the funds to the states. The Wisconsin Office of Recovery and Reinvestment has been set up to administer funds within the state.

While there are still a lot of unknowns, it is clear that the workforce system will receive a substantial infusion of stimulus funds. Adult programs will receive \$5,236,216, youth programs will get \$13,948,295 and dislocated worker program will increase by \$16,734,343. These funds will be available to workforce development areas based on the WIA funding formula. In addition, Job Service and unemployment compensation will receive \$7,556,942. A summary of the funds will come to Wisconsin are shown in [Enclosure 6](#) and a listing of workforce programs funded in Wisconsin can be seen in [Enclosure 7](#).

Bob Borremans and Amy Charles will review stimulus funding opportunities, processes, and respond to questions. No action is required.

6:40 p.m.

D. Training and Support Service Payments

At the last meeting, there was discussion regarding the amount that SWWDB provides for training and support service payments. Administration was directed to review the policy and return with recommendations for any potential changes. Staff contacted other workforce development boards to learn the amount that they pay for training, fees, supplies and support services, and how they handle payments to clients. Response to the survey was sporadic but did show that SWWDB processes were consistent with those of responding WDBs, although the training amount paid was slightly lower than other areas.

[Enclosure 8](#) is the SWWDB Training and Support Service Payments – E 420 policy showing changes suggested by administration. Amy Charles will review the changes and respond to questions from the board. Board approval of the changes is recommended.

6:50 p.m.

E. Workforce Innovation in Regional Economic Development (WIRED)

The WIRED Leadership Caucus met on January 15, 2009. Agenda items included the presentation of these recommendations from the Healthcare, Manufacturing and Architecture, Construction and Engineering (ACE) sector teams and discussion of cross sector strategies. The Caucus created an Innovation Team to create standards for defining activities are “innovational” and “transformational”, and to use these standards to assess proposals. Rich Gruber was appointed chairperson of the Innovation Team.

The Healthcare and Advanced Manufacturing sectors published a Request for Abstracts that outlined work activities in those two sectors. Abstracts were due February 18, 2009 and are in the process of being awarded. Organizations whose abstract is selected will work with the University of Wisconsin Small Business Department to develop a formal business plan that will outline funded work. The plans will be presented to the Leadership Caucus in May for funding.

The WIRED Implementation Plan was submitted in November 2008 to the DOL and is pending DOL approval. Also, with the change in administration, DOL staff supporting WIRED has been reorganized. Staff from the Region 5 office in Chicago, have assumed primary responsibility for oversight of the WIRED initiatives in the Midwest.

A WIRED Education Summit has been scheduled for March 30, 2009 beginning at 8:30 in Madison. The summit will prioritize career pathway ideas and create a career pathway recommendation for the Leadership Caucus. Anyone interested in attending should notify Bob Borremans.

Mark Masters, Margery Tibbetts and Rich Gruber are WIRED Leadership Caucus members and they will share their insights on the WIRED initiative. This is an informational presentation and no action by the board is required.

7:00 p.m.

F. Monster Proposal

Since SWWDB developed the Virtual Job Center website, administration has been working to develop more on line and virtual content. SWWDB has contacted several of the major on line services to determine the possibility of entering into a partnering relationship. Contact was made with Monster.com last fall and several options were discussed particularly to serve the dislocated worker population in Rock County. [Enclosure 9](#) is a proposal from Monstor.com for a resume search license.

The cost of the license is \$4,500 for six months. This amount is within the executive director's authority to approve but, board input is being requested before an agreement is finalized.

7:10 p.m.

13. Executive Director's Report

7:15 p.m.

14. Chairperson's Report

7:25 p.m.

15. Adjournment

Next Regularly Scheduled SWWDB Meeting: Wednesday, June 10, 2009

' **Action Requested**

All Times are Approximate