

**Joint Southwest Counties Consortium and
Southwest Wisconsin Workforce Development Board Meeting**
March 11, 2009
Meeting Minutes

The Joint Southwest Counties Consortium and the Southwest Wisconsin Workforce Development Board met on Wednesday, March 11, 2009, at Upland Hills Health in Dodgeville. Attendance was as follows:

Consortium Members Present:	Mr. Art Carter, CLEO Ms. Ann Greenheck	Mr. Mark Masters Mr. Russ Podzilni Mr. Jack Sauer
Consortium Members Excused:	Mr. John Patcle	
SWWDB Members Present:	Mr. Scott Stocker, Chairperson Ms. Amy Banicki Mr. Charles Elliot Mr. James Finley Mr. Richard Gruber Ms. Cindy Harrington Mr. Randy Jacquet Ms. Jennifer James-Baker	Dr. Karen Knox Mr. Tom Larsen Ms. Suzanne Lee Mr. Troy Marx Mr. James Otterstein Mr. Bruce Palzkill Mr. Tom Schraeder Mr. Larry Ward
SWWDB Members Excused:	Dr. Gary Albrecht Ms. Carmen Granados Mr. Tom Hogan Ms. Anne Hore Ms. Anne Lutz Mr. Terry Martin Mr. Walter Orzechowski	Mr. John Pactle Ms. Regina Prude Mr. Steve Scaccia Ms. Shari Schaff Ms. Margery Tibbetts Mr. Geoff Upperton
Guests Present:	Mr. Ron Brisbois	Ms. Yolanda Rizza
Staff Present:	Dr. Robert Borremans Ms. Amy Charles	Ms. Annette Meudt Ms. Katie Smith

1. **Welcome; Call to Order; Introduction of New Board Members and Guests**
Mr. Stocker welcomed everyone and called the joint meeting to order at 4:02 p.m.
2. **Approval of Minutes of November 25, 2008, Southwest Counties Consortium Meeting**
Motion made by Mr. Podzilni, second by Mr. Masters to approve the minutes of the November 25, 2008, Southwest Counties Consortium Meeting. **Motion carried unanimously.**
3. **Approval of Minutes of December 10, 2008, SWWDB Meeting**
Motion made by Mr. Elliott, second by Mr. Palzkill to approve the minutes of the December 10, 2008, SWWDB Meeting. **Motion carried unanimously.**
4. **Economic Development Update – IBM Dubuque Global Delivery Center**
Mr. Stocker introduced Mr. Ron Brisbois, Executive Director of the Grant County Economic Development

Corporation. Mr. Brisbois gave the Board an update on the International Business Machines Corp. (IBM) project in Dubuque.

Mr. Brisbois proceeded to explain that the project is ongoing and still in development stages. He noted that the state of Iowa has provided \$52 million in incentives to assist IBM to move to Dubuque. Mr. Brisbois stated that this move is projected to bring in 1,300 jobs by 2010. He pointed out that IBM hopes to have 250 jobs filled by June 2009 and another 250 employees by the fall of 2009. He added that approximately 350 of the 1,300 employees will be transferring from other IBM locations.

Mr. Brisbois further explained that IBM is looking for recent college graduates or students that will be graduating over the next year with degrees in Information Technology (IT), Computer Science, and related fields with starting wages around \$45,000. He stated that individuals with 10 years experience are less desirable to IBM.

Mr. Brisbois explained that IBM has received roughly 3,000 applications with 1,100 meeting the initial qualifications and added that Southwest Wisconsin Technical College (SWTC) and UW-Platteville (UWP) are critical facilities because of the curriculum they provide. Mr. Brisbois summarized by stating that overall, SWTC and UWP were instrumental in IBM's selection of Dubuque and will have key roles in developing the workforce for the facility.

5. **RiverLands Economic Advantage Program (REAP)**

Mr. Ward brought the Board up-to-date on the REAP project and explained that the following five strategic opportunities have been identified as key focus areas for the region:

1. Manufacturing
2. Food and Agriculture
3. Business Services
4. Tourism
5. Innovation and Entrepreneurship

Mr. Ward stated that the REAP project is being directed by Dr. Mark Drabenscott, Director of the Rural Policy Research Institute (RUPRI) Center for Regional Competitiveness at the University of Missouri-Columbia. Dr. Drabenscott is an informed rural economist with the Federal Reserve Bank in Kansas City. Mr. Ward recommended that the next step is to hold regional meetings to develop action strategies for each of the focus areas and to determine investment options for implementation.

Dr. Borremans added that this presentation was made to develop board member awareness of key labor market conditions and industry clusters using this knowledge to guide development of WIA planning activities related to demand occupations.

6. **Southwest Wisconsin Technical College Facility Expansion**

Dr. Knox, SWTC President, updated the Board on the expansion/renovation plans for the college. A year after the \$31.9 million referendum passed, SWTC is ready to sign contracts and begin the renovation process.

Dr. Knox showed pictures of the Childcare Center facility which will house approximately 80 children with a convenient drop-off and pick-up area. She then showed the Agricultural/Automotive Technical Center, a very large building capable of holding large farm equipment and expected to be open in December 2009 or January 2010. Finally, Dr. Knox showed the Health Sciences facility that will now be able to encompass programs that are currently off campus. All of the facilities should be completed by

December 2011.

Dr. Knox extended an invitation to all board members to attend the ground breaking ceremony on April 9, 2009, at 2:30 p.m. with honored guest Governor Jim Doyle.

7. Tour of New Addition Upland Hills Health Facilities

Mr. Marx welcomed board members to the new Upland Hills Health facility noting that the new and remodeled facilities occurred over a two-year construction process. Mr. Marx took everyone on a tour of the newly renovated Upland Hills Health facility where he updated members on how the improvements have impacted the community of Dodgeville and surrounding area.

8. Financial Report

Ms. Meudt reviewed the financial statements for December 2008 through February 2009. She informed the Board that the SWWDB budget has increased from \$3.8 million approved at the June 2008 meeting to almost \$6 million. Ms. Meudt added that more than 50% of the budget is going directly to participants for training, support, and case management.

Ms. Meudt reviewed the detailed financial statement and provided a brief overview of expenditures for each fund source. She added that all contracts/grants are being spent as planned.

Motion made by Ms. Harrington, second by Mr. Gruber to approve the Financial Reports for February 2009. **Motion carried unanimously.**

9. Unfinished Business

None.

10. Consent Agenda

A. Confirmation of Eligible Training Provider Applications

Confirmed the approval of the following programs as recommend by the Ad Hoc Eligible Training Provider committee:

- Southwest Wisconsin Technical College – Agribusiness/Science Technology Program
- Southwest Wisconsin Technical College – Dairy Herd Management Program
- Rock Valley Community College – CAD #8810 Certificate Program
- Rock Valley Community College – Manufacturing Engineering Technology Program
- TECHWORKS – CNC Technician Program
- Madison Area Technical College – Applied Science in Mechanical Design Technology Program
- Madison Area Technical College – Consortium for Education in Renewable Energy Technology (CERET) Program
- University of Wisconsin-Platteville – Technical College Instructor Certification Program

Confirmed the committee recommendation to deny approval for the following programs:

- University of Wisconsin-Platteville, Office of Continuing Education - Certificate programs of Power Plant Operations, Medical Administrative Specialist, HVAC Technician, Medical Billing and Coding, and Microsoft Office Specialist

B. Approval of FY 2008-09 Budget Modifications

Modification of the approved FY 2008-09 budget to increase revenues and expenditures by \$163,437 to recognize receipt of three (3) Aging and Disability Resource Center (ADRC).

Motion by Mr. Gruber, second by Mr. Larsen to approve the items on the Consent Agenda.
Motion carried unanimously.

11. Committee Reports

None.

12. New Business

A. WIA Local Plan 2009-10

Dr. Borremans explained that the Department of Workforce Development (DWD) recently released the new guidelines for the 2009-10 Local WIA Plan. He further said that this one-year plan requires the approval of the Local Elected Officials (Southwest Counties Consortium) and SWWDB, and must be submitted by April 30, 2009. Dr. Borremans stated that this plan includes significant changes including the fact that it must address demand-driven, regional industry clusters in the South Central/Southwest GROW region.

Dr. Borremans stated that it has been recommended to the Board that an Ad Hoc Planning Committee be appointed to work with staff in development of the plan and that a special joint meeting of the Southwest Counties Consortium and SWWDB be held the end of April to approve the plan. Mr. Gruber suggested that the plan be approved electronically using conferencing capabilities and geographic meeting sites. Mr. Larsen stated that the meeting would need to comply with open meeting laws. It was agreed that an electronic vote on the plan was not appropriate but holding the meeting using teleconference capabilities, where discussion and votes would be open and heard by the public, would comply with open meeting requirements.

Motion by Mr. Gruber, second by Mr. Otterstein to hold a joint Southwest Counties Consortium and SWWDB meeting, using a teleconference system, to approve the plan. **Motion carried unanimously.**

Chairman Stocker appointed Rich Gruber, Chuck Elliott, Cindy Harrington, Karen Knox, Larry Ward, and Jennifer James-Baker to the Ad Hoc Planning Committee.

Ms. Charles explained that DWD has directed the boards to work directly with their designated economic planner at DWD to develop the regional workforce profile portion of the plan and added that the board needs to re-evaluate the driver industries for the GROW region as a whole.

B. WIA Waivers Process

Dr. Borremans explained that DWD submitted a request to the Department of Labor (DOL) for a waiver on five elements of the WIA regulations. The waiver requests are for:

- 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

Dr. Borremans said that items A through D had been approved by DOL, while item E was still pending. He explained that these waivers do not automatically apply to the local workforce boards, and it is necessary to make an application to DWD to request a waiver of one of the provisions. He indicated that it was too late to request any waiver for this year (Program Year 2008-09). Any waivers requested for PY 2009-10 would need to be included in the local WIA plan. He suggested that SWWDB should consider an application for items A, B and C. He is hopeful that DWD will implement item D without a special application.

C. American Recovery and Reinvestment Act

Dr. Borremans updated the Board on the American Recovery and Reinvestment Act (ARRA) and programs related to WIA. He noted that SWWDB could receive additional funding totaling between \$1.4 and \$1.7 million. He said that regulations governing the use of the funds are being developed and should be available by mid-March.

Ms. Charles informed the board that one ARRA element that will be implemented is a Summer Youth Employment Program. She said that this program is designed to provide summer youth work experience that are different than that of the past summer employment opportunities. This program will be more defined, i.e., construction, healthcare, and manufacturing, giving individuals a good basis to explore that career path. Further, Ms. Charles explained that the eligible participant age range has been changed increasing the upper age to 24 from 21. She stated that the initial information received is that all participants will have to be considered eligible under the current Workforce Investment Act (WIA) guidelines. Ms. Charles said that based on project ARRA/WIA funding, SWWDB may receive approximately \$500,000 which would support about 150 work experience slots. For the summer youth work experience, the only performance measure would be achieving work readiness skills. Ms. Charles said that the Youth Council will be meeting on March 25th to discuss the summer youth program and address youth elements required in the WIA plan.

Dr. Borremans also said that DWD was encouraging the workforce board to work collaboratively with Community Action and other agencies on “green” energy alternatives, weatherization and other elements of ARRA that would require workforce training.

Dr. Borremans explained that ARRA will increase funding for state Re-Employment Services, Wagner-Peyser (Job Service) staffing, vocational rehabilitation efforts, and older worker programs. SWWDB will work to secure additional older worker positions. He also noted that SWWDB, with the support of the State, has applied for a federal grant that could bring as much as \$1.2 million into the area for older workers. He added that the advantage of this grant is that it does not have the income criteria associated with WIA; therefore, retirees who need to return to the workforce but do not meet the WIA criteria would have the opportunity to get back into the workforce. He said that staff will keep board members informed as things develop and become better known.

D. Training and Support Service Payments

Ms. Charles reviewed the proposed changes to the Training and Support Services Payments—E-420 policy. Ms. Charles noted that some programs have higher costs than others. While the training

and support payment amounts contained in the current policy are adequate to cover the costs associated with most programs, she suggested that increasing the limit might be appropriate given the current economic situation.

Dr. Borremans explained that SWWDB staff contacted other workforce development boards to gather comparables for training, fees, supplies, and support services. He added that responding WDBs showed that SWWDB training and supportive limits were, in most cases, higher than the average. He also noted that each of the responding workforce board did have some limitations on the amount of funding they provide a client.

Motion made by Mr. Gruber, second by Mr. Elliott to accept the Training and Support Service Payment as amended. **Motion carried unanimously.**

E. Workforce Innovation in Regional Economic Development (WIRED)

Mr. Gruber informed the Board that WIRED is currently at a procurement process for funding of proposals in Healthcare and Manufacturing. He added that these two areas have a vast amount of funding compared to other industries. Mr. Gruber added that the procurement process is not an open process and has become an incredibly fast, yet difficult route.

Mr. Gruber recommended to the Board that for the next 30 to 60 days, SWWDB should continue to participate in the WIRED project.

Mr. Otterstein shared with the Board that there has been a lot of interaction from the private sector throughout the region. Directions have changed in this ongoing process, and there are different opinions, but Mr. Otterstein said that he is optimistic that this project is moving in the right direction.

F. Monster Proposal

Dr. Borremans explained that Monster.com has made a proposal for a resume search license agreement. He added that this agreement would allow Monster to create a site for dislocated workers within the area to place their resumes and that employers within 100 miles of Rock County would be allowed to search resumes on the website after first contacting SWWDB for authorization to visit the site. Dr. Borremans pointed out that Monster normally has employers pay the fee to search the resume data base. In this case, Dr. Borremans explained that SWWDB would be paying the fee and allow employers to search the resumes at no cost.

He further explained that the cost of the license is \$4,500 for six months. The length of this agreement would provide a reasonable trial of the system to evaluate its success and to determine whether the agreement should be continued. Dr. Borremans stated that by policy he has the authority to approve the purchase of the license but wanted to bring it to the full board for input because DWD does not support this project and has indicated that SWWDB would not be allowed to use WIA funds to pay the license fee. Dr. Borremans said that SWWDB has corporate resources to pay the cost for the license. Board members generally felt that the agreement would be good for participants and should be tried for six months. Dr. Knox recommended that data be collected to be able to measure the use and value of the services.

10. Executive Director's Report

Dr. Borremans informed the Board that Shannon Moe, Rock County Job Center Manager, has resigned effective the end of March and has accepted a Human Resources (HR) position within the private sector.

ENCLOSURE 1

Dr. Borremans shared the second edition of the Workforce Snapshot with Board members. He added that this is an informational handout intended to show Board members what is happening in Southwest Wisconsin and what the workforce needs are.

Dr. Borremans stated that had worked with a variety of agencies in Rock County to for Community Organizations Responding to Dislocations (CORD). CORD has been working with the Community Economic Adjustment Program (CEAP) out of the University of Michigan and will host a community response seminar on Monday, March 16, 2009. He added that guests will hear a short presentation by 12 to 15 federal, state, and non-profit funding agencies and then have the opportunity to meet individually with the agencies to discuss proposal ideas. Dr. Borremans extended an invitation to all board members to attend as their schedules allow.

11. Chairperson's Report

None.

12. Adjournment

Mr. Stocker adjourned the meeting at 7:14 p.m. The next SWWDB Meeting is scheduled for Wednesday, June 10, 2009, at a location to be announced.