

Meeting Notes

Date: 5-11-10, 9 a.m.

Location: Rock County Job Center—Room H

RE: CORD Montgomery Visit Planning Subcommittee Meeting

The following CORD Team members were present: Bob Borremans, Sue Conley, Eric Kuznacic, Katie Crawley, Marge Hallenbeck, Steve Huth, James Otterstein, Gail Graham, Lisa Furseth, Gregg Bosak (recording), and via conference call Darcy Luoma and Linda Fowler

Bob asked Sue Conley if she could assume leadership for the process of planning the variety of actions necessary for the Montgomery visit and she accepted. After a few minutes of discussion regarding the development of an action statement, including phrases such as ‘connecting people and communicating in a holistic manner,’ and other key phrases and words such as outcomes, advancing, repositioning, and economic landscape, James’ suggestion that we not spend too much time on this and move on was accepted. Sue will draft a statement for all to consider.

Next the group started organizing the proposals. James felt that the Blueprint for Transition: Action Matrix contained most of the categories identified by Linda Fowler—just in a different language/phrasing. It was emphasized that we needed to highlight flexibility and creativity and that the proposals don’t fit a current structure that is already in place. The categories proposed by Linda include: talent; infrastructure; innovation; regional branding; and quality of place.

Following is the consensus of the categories and where the proposals best fit (with some overlapping and the possibility of being placed in more than one category):

- Worker4U –Rock County Transitional Jobs (proposed by SWWDB/Community Action)—**Talent**
- Unemployed in a Digital Nation (proposed by Wisconsin Public TV)—**(due to small budget this will be combined with Back to Work proposal)**
- Financial Distress Crisis Response/Dislocated Worker (proposed by Consumer Credit Counseling)—**Infrastructure**
- AODA and Stress Management Counseling—Economic Status of Rock County families (combined projects of Janesville/Beloit school Districts and Rock County/Phil Boutwell)—**Quality of Place**
- TAGOS Leadership (proposed by Janesville School District)—**Talent**¹
- College/Career Readiness—K-12/BTC/Adult Career Pathways (combination of schools districts’ Economic Status of Rock County families proposal, BTC’s Building the Pipeline for College and Career Readiness proposal, and Literacy proposals)—combination of **Talent** and **Occupational Development**²
- Assistance to Small Businesses in Financial Distress (proposed by UW-Whitewater Small Business Development Center/Economic Development Agencies)—**Innovation**
- TOOLS-Construction (Training & Occupational Opportunity Learning Strategies) (proposed by Community Action)—**Talent**
- Back to Work (proposed by United Way, 371 Productions, Monster.com & SWWDB)—**Communication**

¹ Recommended to highlight leveraged funding, urban agriculture/food security and link culinary technical training to the agricultural portion. Also to include other school districts such as Beloit if feasible.

² Needs to add unmet financial need as a part of the proposal.

In the case where two or three proposals need to be combined/assimilated, those individuals will meet to develop an overall comprehensive proposal. For the educational proposal (College/Career Readiness—K-12/BTC/Adult Career Pathways), Marge Hallenbeck will convene with BTC (Sharon Kennedy) and Wisconsin Literacy (Jim Stickels) to combine the project into one. The same holds true for the combined AODA and Stress Management Counseling and Economic Status of Rock County Families proposal. Marge/Steve will convene the Beloit Schools and Rock County/Phil Boutwell to develop one overall proposal.

It was agreed that there shall be one overall prototype for the project summary for all to follow, not to exceed two pages. While the overall project will most likely be much more comprehensive, the summary, including the planned three-year budget, will be brief. One situational analysis, developed by Gregg, describing Rock County's situation will eliminate the need for each proposal to contain identical information, thus saving space.

Steve asked about including the Rock County 5.0 initiative as a leverage tool. Linda felt it was a positive. Sue will contact Mary Wilmer-Sheedy and James (who had the leave meeting early) to determine if we can receive their involvement and/or support.

Linda left the meeting, but will summarize the information she obtained from Wednesday's meeting with Montgomery's staff to update Sue and Bob on our progress. The concept of working with private or for-profit organizations was again revisited and Linda felt we were on firm footing as long as we can show that they have been integrally involved in the process and they're investing resources appropriately.

The uniform outline for the proposals will include the following:

- Overview—define what they intend to do in general terms
- Barriers—show why programs/services cannot be accomplished through current or existing methods
- Goals & Objectives—provide measurable outcomes to be accomplished during this proposal's duration
- Innovation—show why the proposal is unique—why it doesn't fit within normal parameters
- Collaboration—Reveal other partners involved and any leverage funding to be used
- Budget—include a three-year budget, to include: salaries/fringe benefits, travel, supplies/materials, equipment/building rent, other costs/expenses—then the total

Groups will convene as necessary as soon as possible. Gregg will develop a two-page summary format and e-mail this to the participants by Wednesday (May 12). Eric Kuznacic will contact Katie Kuznacic/Mike Sheridan to help 'close the loop' with the Governor's office.

Next week we will look at the PowerPoint presentation and determine what changes and updates are needed to make it ready for the visit which is now planned for Friday, June 11. The meeting ended at 10:45 a.m.