



**Wisconsin Workforce Development Association  
Executive Committee (WWDAEC) Meeting**

Meeting Date: June 1, 2011

Meeting Location: West Central WI Workforce Development Board

WWDAEC Members Present: Susan Koehn (via phone), Mark Kessenich (for Don Sykes), Francisco Sanchez, Cheryl Welch, Jim Golembeski, Rene Daniels, Steve Terry, Dick Best, Jamie Applin, Pat Schramm (via phone), and Bob Borremans

Others Present: Mari Kay, NWWIB/WWDA; Gregg Bosak, SWWDB/WWDA; Gary Denis, DWD

**- Minutes -**

Chair Borremans called the meeting to order at 8:30 a.m.

1. Approval of the Minutes  
Chair Borremans stated that the minutes of the previous meeting had been distributed and asked if there were any corrections to the minutes. There were no corrections. The minutes were approved by unanimous consensus as distributed.
2. Chair's Report
  - a. Borremans reported he had met with Secretary Scott Baumbach. They discussed several topics, such as the 35% rule, where the organization might be going in the future, etc. Baumbach indicated many of Perez's directions and initiatives would continue. He supports WWDA and will work to meet requests. Baumbach seemed open with providing a level of financial support. Meetings with WWDA reps will continue but the next couple of months will be scheduled at a different date—21<sup>st</sup> June and 21<sup>st</sup> of July, then at regular scheduled dates/times. Baumbach had sent out statements of priorities and those will be discussed tomorrow via a teleconference meeting and then at a CWI meeting June 9 in Milwaukee. Baumbach indicated he didn't see much change in store for the immediate future. Discussion ensued on methods to 'streamline' the information sharing process between multiple reporting organizations.
3. Coordinator's Report
  - a. Fiscal Report –  
Bosak distributed copies of the most recent Budget Status Report as prepared by Cindy Knutson/Jim Lindbo as of 5-20-2011. The report shows an estimated carry-over of \$73,195, however, there are still several transactions from the A T & T teleconference project that need to be paid, which will bring the amount down substantially.
  - b. He also distributed reports on the April Job Center visit totals as compiled by Al Hesse, the Governor's key workforce investment priorities, an updated meeting schedule, 4<sup>th</sup> quarter industry projections, and draft minutes of the most recent ASSET group meeting.
  - c. Subcommittee Reports—ASSET users group minutes were reviewed. Obtaining and having access to UI wage data is important. The recent Business Services committee meeting included discussion (with Dennis Winters present) regarding the report format for the Business Hiring Survey recently completed. That information gathering process and how it is to be used is still up for discussion. Its

future not sure at this point yet. **Bob will send out a report/spreadsheet in pivot table format.** Borremans indicated it will be a discussion point with secretary—other states’ best practices might be useful.

4. Chief Information Officer Report (Mari Kay)

- a. Kay indicated the videoconferencing project is just about wrapped up. Most will be receiving reimbursement checks soon.
- b. Kay mentioned that GLETA/NAWB/COSA met last week. Information would be shared later under a separate agenda category. She shared a document/report on Economic Impact of Workforce Center Operations, along with a one-page “It Only Takes a Minute” talking point advocacy process document.
- c. Kay also shared a report on who opens the WWDA newsletter. The numbers are not duplicative and provide insight as to who (such as legislative offices, etc.) is reading them.
- d. Kay discussed means of responding to call for machinists and welders at Whitewater company, Provisur Technologies, Inc. She indicated we need to have a process to handle these types of requests.
- e. Kay reported that the Joint Finance Committee approved a private sector employment provision and the continuance of transitional jobs programs through July, 2012.
- f. Discussion ensued whether to hold a joint WWDA meeting with Minnesota in August, when we’re scheduled for the Northwest WIB. We meet the 3<sup>rd</sup> and they meet a week later. Due to conflicts it was decided to maintain our original date but consider a joint meeting for the future.

5. Project WINNERS (Betty Kaiser)

Kaiser distributed further information. The project (Wisconsin Network for New Employment and Research Support), which is an innovative approach to community health improvement, includes a job training component. Kaiser asked for advice and ways to work together, especially the portion centered on job training program section of the project. The project provides entry level pathways into health careers. They (her team) are speaking with a number of stakeholders. She will be invited to various health care alliances. **Each WDA director will send Betty the local/area health care alliance contact info.** Best promoted inserting this into career pathways laddering.

6. DWD Report

- a. Denis indicated he would be meeting with DWD staff this afternoon and hopefully allocation amounts will be confirmed then. He will e-mail the allocation sheet followed by an official memo.

He indicated Ken Grant of the Veteran’s staff, will be contacting each WDA. He is proposing to run another class in piping to certify participants as welders, with a guarantee they be placed in jobs. He will be asking for WIBs to consider supportive services such as transportation costs, meals, and other expenses. He will also be contacting WIBs regarding the use of WDA OJT-NEG monies to support veterans who are eligible for the OJT program. The Vet Reps need to speak to each WIB before lining up any vets for training. Ken, Gary Meyer, or Ron Stiegler will most likely be doing the contacting.

Everyone should have received a monitoring visit. Those reports will go to Denis with letters going out within the next two weeks.

DOL monitoring—DWD is looking to respond by June 20<sup>th</sup>. The five local boards need to respond by next week.

CWI conference call will be Thursday morning (June 2) at 9 a.m. Go to WI-CWI.org, the info is there. Those priorities will be included in the state plan. It will then be released for review for 30 days.

Koehn asked about the local plans. Denis said that as of now, he is recommending that each WIB do another extension of 2009 plan and ask for modification at some point in the future. He is anticipating a window of September through December for submission of local plans—at least that is Denis’s intention. As a state, we’re very close to meeting performance standards. Things have improved dramatically.

- b. There is H1B funding opportunities available. Also, EDA has announced the Jobs & Innovator Accelerator Challenge. During the individual WIB reports, Denis was informed if any are planning to apply for either grant. Also, Denis asked that he be contacted if there are any events coming up to which the Interim Secretary may go out to represent DWD.

Individual WDA reports followed.

Discussion ensued on the possibility of applying for a DOL Disability Navigator grant through the Solicitation Grant Announcement (SGA) program. Applin discussed their WIB’s involvement in the process. **Applin moved, seconded by Welch, that a letter be drafted and submitted to Interim Secretary Baumbach that encourages us to apply for funding with the WWDAs having a key role. Approved. Applin will send the announcement to us and we will draft an appropriate letter.**

7. GLETA Updates (Cheryl Welch/Dick Best) Welch mentioned the Quad Graphics situation where DWD was involved early in the process, which abrogated the regular standard process of hiring procedures through local WIBs. Borremans indicated we should define a process to handle this.

GLETA met a few weeks ago. They are attempting to implement more training-type workshops such as the recent AIMS group session on reporting and fiscal standards. They are attempting to get cost funding implemented so it can be used in carry-over periods of time. They are working with NAWB to create Boards of Excellence awards. Several state ROI reports (including Michigan’s) have been distributed. GLETA hopes that they can develop a process to conduct a 10 state regional report. GLETA also wants monetary distributions to come directly through WIBs. Kay indicated NAWB (plus perhaps COSA) will work on a regional ROI process. EMSI, Monster, and one other group would be willing to put together a national report. Best indicated this group may come up with what we need. Aggressive advocacy is needed by July 22 as budget comes due. We should develop a strategy for both budget and WIA reauthorization issues. Best indicated associations will get pulled in one of two different directions of proposed reauthorizations or rescissions. We will eventually need to decide what our voice will be as a state. When bills come out from senate/house, we’ll need to get WWDA thoughts and take it to GLETA and NAWB with our recommendations. Welch indicated she will work with Ron Paynter to get key talking points when we meet with legislators later this summer.

#### 8. Reports/Discussion

- a. Return on Investment Discussion/Action—it was decided to delay discussion until we hear more from other sources. Ron Paynter may have something for us to consider. **Include on next agenda.**
- b. Position Description Reviews—WWDA Coordinator & Chief Information Officer---**will resend and push to July meeting.**
- c. WWDA 2011-12 Budget—Borremans reviewed the budget. Golembeski moved to accept as proposed. Applin seconded. Kessenich indicated we may want to include a line item for organizational development as the organization is growing and maturing. Sanchez indicated we need to deal with bigger, broader issues. We may want to consider applying for additional monies, especially from foundations. Consensus was we need a broader, strategic discussion during WWDAEC meetings. Discussion centered on either stopping the reporting out, or extend meetings to

meet these needs. Sanchez and Kessenich both indicated they are willing to have their planners work on obtaining grants to support organization. Action was approved by consensus.

- d. WWDA 2011-12 Work Plan—Sanchez would like to see full-time employee goal re-inserted. Best felt the objectives are on target but we may need to alter the activities to be in line with our discussion earlier. Borremans indicated this is a different direction than what WWDA's original mission was. Consensus was that this cannot be decided today, but perhaps we need a retreat or extended day, perhaps in Ashland. Kessenich suggested following the Consensus Agenda format. Best suggested we use what we have now as far as budgets and staffing, but plan for the future, to build to the next step. Sanchez suggested having a videoconference dealing with perfunctory matters and face-to-face for more strategic issues. Perhaps DWD issues can be handled by video or teleconference. In light of these concerns, it was decided that the **July 6<sup>th</sup> meeting be set for Janesville, rather than the teleconference originally planned.**
- e. Videoconferencing Future Plans---Kay will develop a work plan and response together and e-mail out to all.

#### 5. Other Business

Adjourned meeting at 1:05 p.m.