



AGENDA

Wisconsin Workforce Development Association Meeting

Meeting Date: August 3, 2011

Meeting Location: Northwest CEP, Ashland, WI
Present: Robert Borremans, Scott Stocker, Mari Kay, LeRoy Forslund, Brad Gingras, Howard Zellmer, Jim Ehrsam, Jamie Applin, Kent Olson, Ehrhard Huettl, Colleen Bates, Judy Aspling, Don Sykes, Jim Golembeski, Rene Daniels, Susan Koehn, Francisco Sanchez, Jim Dwyer, Don Rouse, Pat Schramm, Dick Best, Gregg Bosak (recording)

8:30 a.m. Call to order

1. Approval of the Minutes—Moved by Schramm, seconded by Dwyer—approved unanimously. Golembeski lauded the late Dan Racette on his leadership and involvement with WWDA.
2. Election of WWDAEC, WWDA Officers for 2011-12—
WWDA Officers:
Chair--Borremans moved, seconded by Bates, that **Jim Dwyer** be elected Chair—approved unanimously.
Vice-Chair--Borremans moved, seconded by Forslund, that **Jim Golembeski** be elected vice-chair. Approved unanimously.
Secretary--Golembeski nominated, Don Sykes seconded, that **Coleen Bates** be elected Secretary. Approved unanimously
Treasurer—Borremans nominated, seconded by Mari Kay, that **Dick Best** be elected for the Treasurer position. Approved unanimously.
WWDAEC Officers:
Chair--Sanchez moved, seconded by Borremans, that **Don Sykes** be elected Chair. Approved unanimously.
Vice Chair—Borremans moved, seconded by Zellmer, that **Jim Golembeski** be elected Vice-Chair. Approved unanimously.
Secretary—Applin nominated, seconded by Schramm, that **Rene Daniels** be elected Secretary. Approved unanimously.
Treasurer—Bates moved, seconded by Stocker, that **Dick Best** be elected Treasurer. Approved unanimously.
3. Chair's Report
 - a. Update on 1st Quarter Funding Situation – Golembeski reported on the federal WIA funding situation. The first quarter for the workforce boards is actually the last quarter of the federal budget year. Due to deficit reduction and rescissions, end of the year funding will be limited. DOL has determined that first semester training must be paid out of first quarter funds, and that training expenses cannot be prorated and moved to the second quarter. DOL has said these restrictions will be strictly enforced. DOL's interpretation will limit training/enrollment opportunities for clients and delay enrollment into the second semester. Some workforce boards are working with their technical colleges on innovative ways to pay first semester expenses and allow more clients to enroll in training. The group discussed what could be done to respond to client needs under the first quarter restrictions.

b. WWDAEC Activities –

Golembeski noted that the WWDAEC has been trying to be more strategic – less detailed oriented but more global in outlook. He further mentioned that WWDAEC was considering how to make WWDA more effective and had discussed the possibility of hiring a full-time staff person. WIA funds that come to Wisconsin, historically, have allocated 15% for state administration and other discretionary purposes. There is a potential that those funds will be cut back to 5%. With the potential for cuts, DWD did not approve WWDA's request for \$20,000 grant. Also, an increase in the local contribution may be necessary if a full-time position is approved.

Dwyer mentioned an economic development tool being used in their area. Olson indicated he felt there needed to be less legislative efforts and more continuity of service users and partners focus. Sanchez felt we need to be the link. Best indicated with the formation of a new economic development corporation, we need to place the workforce system in the middle of the process with commerce to track clients and increase accountability. Bates wondered about WWDA being a conduit with high school curriculum and outcomes along with businesses. It was mentioned the recent Career Pathways Conference might be a conduit to help in that effort.

Dwyer mentioned he is concerned about the lack of use of the teleconferencing system. We need to ensure that it will work, especially for businesses.

DWD has announced that Reggie Newson is new deputy secretary.

Olson indicated his concern that entry-jobs are not being filled. Career laddering could be good for them. Sykes indicated we need to drill down to refine strategies to be responsive.

4. Coordinator's Report

- a. Update on Meetings with Sec. Baumbach—Bosak reported that WWDAEC Directors are now meeting regularly with Sec. Baumbach/DWD staff on the second Friday of each month.
- b. DWD Funding for WWDA of \$20,000 not available this year—Bosak mentioned that in the past, DWD has assisted with WIA grant funds to support WWDA activities. As noted previously, the money is not available this year and DWD denied WWDA's request for funding. WWDA expenses will need to be reconsidered because the loss of DWD funding results in \$10,000 less in revenue this year.
- c. Grant Writing Process Being Updated, DEI grant being submitted—Bosak indicated an effort has been made to enhance the grant writing process in cooperation with DWD. An example is the Wisconsin Disability Employment Initiative (DEI) proposal, submitted in July. Pending grant approval, only five of the 11 WDAs will be selected to participate (lottery method), with six serving as part of a 'control group.' Bosak lauded Angie Cummings and Beth Sullivan for their leadership in this initiative along with assistance from Milwaukee and West Central.
- d. Budget Reports for 2010-11 and 2011-12—Reports were distributed. The 2010-11 report will be finalized pending receipt of billings for staffing from Kay and Bosak, with a final report to be available in September.
- e. Committee Reports—The ASSET Users group is working on several issues to improve performance and access, including reporting with O-Net Codes.

5. Chief Information Officer Report

- a. Consolidation of Videoconferencing Information—Kay indicated WWDA has met the

grant objectives and outcomes. Each Board submitted possible workshops in their area that could be broadcast over the system. Kay also distributed a draft calendar showing what a monthly, statewide schedule of classes might look like. It was mentioned that September (Workforce Development Month) would be a good time for a grand kickoff of the statewide video conferencing system. Each WIB needs to determine which of these workshops/courses might be good for them to use. Dwyer asked about tracking client attendance numbers. Kay indicated she is collecting that information. Best indicated WWDA may want to run a state event during September and that NAWB may have resources we could use (theme, e.g.). Schramm did a videoconference open house.

Kay mentioned that Tristan Cook at DWD was interested in linking DWD and WWDA website and social network pages as a way to create higher visibility and traffic between the two sites. Kay asked that each WDB add DWD to distribution lists for all news releases. Copies should be sent to both Tristan Cook (Tristan.cook@dwd.wisconsin.gov) and John Dipko (john.dipko@dwd.wisconsin.gov) at DWD.

- b. Update on Nonprofit Capacity Building Program (NCBP)—Kay reported the NCBP grant program will award one to five grants, ranging from \$200,000 to \$998,000, over two years. It is a challenge grant, with one-to-one cash match (has to be non-federal) the responsibility of the grantee. Applicants do not need to document grant match at this time. The grants are intended to build the capacity of small and mid-sized nonprofits to develop and implement performance management systems. It was noted that each WDB (with the exception of Milwaukee) would be responsible for providing \$22,500 in non-federal cash match over the two year grant period. Daniels queried whether WWDA will be able to get access to the DWD controlled data to help with the grant objectives. Best indicated Ron Painter at NAWB is addressing a similar question nationally and is attempting to develop a simple formula for ROI information. He will see if Painter can provide additional information on the NAWB process and how it might impact this grant. Olson asked if this is a key initiative of the WWDAEC? If so, we need to know to throw our energy behind it. Following much discussion regarding match sources and timing, it was decided to move forward.

6. National Updates –

Best indicated WIA reauthorization has been delayed but now that the debt ceiling issue has been resolved, it may move forward. He reviewed a “reauthorization strategy letter”, prepared by GLETA, and encouraged WWDA to adopt the letter. Bates moved, seconded by Borremans that this letter be approved and submitted showing WWDA’s support. Bates recommended that WWDA highlight the statement...”See for yourself; engage your...” (at the end of the next-to-last paragraph) to draw attention to an action by witnessing Workforce Investment successes. It was recommended that WWDA try to get businesses to sign on this too. Best indicated there will be a conference call next week and that every effort will be made to finalize the letter for distribution within the next couple of weeks. Unanimously approved.

Best covered items related to the debt ceiling issue and how it affects workforce programs. Sykes mentioned Lee Foley will be coming to Milwaukee; he will let everyone know when. Best reminded everyone of the David Bradley conference calls which are held every two weeks. Next Monday is the next one. Kay will forward out his number.

7. Reports/Discussion
 - a. WWDA Future—Revitalization of the Organization—Borremans/Best reviewed the budget and job description related to going to one full-time staff position. It was noted that the proposal would increase dues to \$10,000 for each area. Also Minnesota’s workforce association budget was reviewed and it was noted that the two budgets closely aligned. Minnesota received a large grant from their state department for workforce and they have 100 percent buy-in from their workforce areas. Following extensive discussion, Sykes recommended WWDA take action on the dues structure but not move forward with the position at this time and adopt the budget in principle. Golembeski moved, seconded by Best, to adopt the budget proposal and dues structure. Schramm said that she is not sure that her Board could afford to go beyond the \$6,200 approved for this year. Forslund also said he could not support it at this point. Don Rouse asked if the intent is to make WWDA more strategic, why this cannot be supported? Schramm said her Board provides a lot of in-kind support to WWDA already in addition to paying dues. Olson felt WWDA needed a more definitive clarification of where the strategic alignment is, particularly in consideration of the dues increase and the match amount requested for the NCBP grant. Kay mentioned the WWDA may want to consider opening membership to others, not just the CLEOs, board chairs and directors. Following further discussion, Olsen moved to rescind the prior motion and table action. Zellmer seconded the motion. Dwyer asked the WWDAEC to go back and put together an alternative budget. Olson clarified his motion saying that the WWDA officers and WWDAEC officers engage in further development of the position and bring a recommendation to WWDA’s November 2nd meeting. The goals would be to present an overall strategic plan with budget (based on \$6,200) and an alternate budget. The motion was approved unanimously.
 - b. CWI Membership and Priorities—Borremans described the functions of the CWI. Sykes, as the new chair, would be the WWDA representative on the CWI. Applin reminded Sykes that his role would be as a WWDA representation.
 - c. WIA State Plan—

The WIA State Plan is out for review with comments due on August 12th. It was noted that WWDA and the workforce boards are virtually unmentioned in the plan. It was noted that this is an interim plan and, therefore, contains references related to the prior administration. Schramm indicated WWDA needs to add leveraging statements. Applin cited some of his concerns with the plan. It was decided that each area should submit their concerns and comments regarding the plan to Kay no later than Friday, August 5th. She will compile everyone’s comments and try to avoid duplication and maintain language consistency. These comments will be sent to DWD but will be shared with Sec. Baumbach at the next DWD/WWDA meeting on August 12th. It was also noted there was no real DWD role in the career pathways process. Don Sykes said WWDA needs to talk directly to CWI about the workforce system and the role of the WDBs. Best indicated WWDA needs to inform DOL too.
 - d. Economic/Workforce Development Collaboration—Borremans reviewed the results of the last meeting with Sec. Baumbach. Sec. Baumbach asked WDBs to send him suggestions of programs and activities that could be implemented to build stronger relationships between economic development agencies and WDBs. Golembeski suggested WWDAEC take this up at the September meeting. Best felt it should be covered sooner and comments given to Sec. Baumbach. Sykes indicated comments should be sent to Kay by Friday because there may be activities that she should include in the WIA plan response.
8. Other Business – Golembeski commended Borremans for his leadership this past year. Best mentioned he felt that the Pawasarat and Denis monthly information sharing

meetings should be scheduled on the days that WWDA is meeting with the Secretary alleviating their need to travel to the WWDAEC meeting site and allowing WWDAEC to devote more time to association business.

12:00 p.m. Adjourn meeting—Moved by Olson, seconded by Borremans, the meeting adjourned at 12:18 p.m.