



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

Meeting Date: April 6, 2011

Meeting Location: Fox Valley Workforce Development Board, Neenah

WWDAEC Members Present: Susan Koehn, Don Sykes, Francisco Sanchez, Cheryl Welch, Jim Golembeski, Rene Daniels, Steve Terry, Dick Best, Pat Schramm, and Bob Borremans (Presiding)

Others Present: Mari Kay, NWWIB/WWDA; Gregg Bosak, SWWDB/WWDA (recording); Gary Denis; Jane Pawasarat; Mark Kessenich, Stacy Eggert-Dziedzic-; Al Hesse

- 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. Sanchez moved, seconded by Sykes, the minutes were approved.
2. Chair's Report
 - a. Change to Agenda – Borremans mentioned that the agenda would contain an additional item, with Mike Underwood presenting a proposal on a summit covering workforce issues. Also the Salary and Benefits Study results will be moved to the Executive Session.
 - b. Industry/Occupational Projections Report – Borremans mentioned that at the Statewide Business Services Group it was mentioned that not all WDBs have access to EMSI thereby preventing all areas from preparing the quarterly industry and occupational projections reports. The committee b wondering if the report is helpful and should be continued, and if it is how those areas should collect the data. The group was particularly concerned about the southeast areas (i.e. Southeast Milwaukee and WOW). Sykes said Milwaukee has EMSI and they would prepare the reports for the southeastern Wisconsin WDBs. Those not having it could be outsourced to other WDAs. Those who can assist will contact the WDAs needing assistance or vice-versa. Denis mentioned that the state has access to EMSI but is not convinced of the accuracy of some of their data. The consensus is that the reports are good and should be continued.
 - c. Action Plan – Borremans suggested that updating the Action Plan be an agenda item for the May WWDA meeting. He hoped that Ann Franz, who was set to facilitate the process in February before inclement weather caused cancellation of the meeting, would agree to facilitate. He further suggested that the May meeting be moved from Southeast to Green Bay to minimize costs for Ann's travel. The group agreed to the change.
 - d. AIMS Training – Borremans mentioned the AIMS group is trying to schedule technical assistance involving DOL and DWD. They suggested that training occur in May or July, he day prior to the WWDAEC meeting so directors had an opportunity to attend if they were interested. The group

agreed to May 3 in Green Bay. Terry will let Marcy Pratt know so they can finalize plans for the training.

- e. WTCS DOL Grant – WTCS is seeking support from the WDBs on their application to DOL under the Trade Adjustment Assistance Community College and Career Training (TAACCCT) program. Kathy Cullen suggested a conference call to brief WDB directors on the project and, hopefully, encourage WDB support. The conference call is planned for Wednesday, April 13th, with a time to be determined (later set for 10 a.m.). All will be informed of this when the meeting is finalized.

3. Coordinator's Report

- a. WDB Positions Needed Survey – Bosak thanked all of the WDBs for getting their local survey information in on time, and for all of the hard work each of their staffs did on obtaining the information. All reports were forwarded to Gary Denis and Jane Pawasarat. Dennis Winters will be assembling the information into an overall report on behalf of DWD.
- b. Subcommittee Reports – Bosak distributed subcommittee draft reports for the Statewide Business Services and ASSET Users group.
- c. Monthly Financial Report – The report was reviewed. Since the video conferencing grant is included in the budget, it 'skews' the bottom line in a year to year comparison. Bosak will ask Jim Lindbo/Cindy Knutson to segregate the video conferencing information in future reports.

4. Chief Information Officer's Report

- a. Video Conferencing – Of the full grant award of \$710,000, approximately \$110,000 is left to be paid. Only SE invoices have yet to be received from ATT. Kay distributed invoices to those WDBs who opted to install more than two sites and asked them to pay for the equipment/installation as soon as possible. Systems have now been installed completely at all sites. The grant ends in May – 1st report due April 30th. Kay reminded wagon to use www.wwdaanytime.com to register participants and post events they are offering – this is imperative for the tracking of performance measures for the Department of Commerce. All areas have had a couple of opportunities to participate in www.wwdaanytime.com training. If any area needs further training they should Kay who will schedule additional training. Each area is responsible for checking their own calendars and coordinating with other WDBs to expand training.
- b. Day at Capitol – Kay distributed Survey Monkey results showing excellent feedback with 27 responding. A total of 43 attended, compared to 34 last year. This year saw the highest number of assembly reps participate and 19 of 33 senators attended. Borremans thanked Kay and the others that assisted for her for their hard work, which paid off in a very successful program under extremely difficult circumstances.

Welch indicated that Representative Ballweg said she would write a letter supporting continuation of workforce funding and send it to Wisconsin's federal legislators.

5. DWD Report

- a. DOL WIA Review – DOL held a conference call on 25th of March to conduct an Exit conference for the comprehensive review of the Wisconsin WIA program. There were 37 findings and 9 areas of concern (the equivalent of an Observation in the DWD monitoring process). There was a total \$7.4 million in questionable costs. Many of the concerns focused on use of 15% discretionary funds, such as not using the funds for statewide activities including evaluations, job center infrastructure, monitoring, etc. DOL is expected to issue then final report within a couple of weeks and DWD will

have 45 days to respond. WDBs who were involved in the review will have 30 days to respond to DWD. Some issues went back many years, some even back to JTPA.

- b. Green Jobs DOL Application – Pawasarat explained that DWD decided not to submit an application for the Green Jobs Innovation Grant. She said that, while local WDB proposals had merit individually, DWD felt there were too many gaps in the request and it was not possible to synthesize the requests into a unified 25-page proposal. Time was a major issue in developing the proposal and the process needed to be changed for next time. She apologized for time spent on the grant, but hopefully then can be ‘lessons learned’ that can be used to improve the process for future efforts.

Daniels said her staff put forth much work and felt that her area had a good proposal. She requested feedback on the proposal and ways that it could be improved. Best wondered what the solution might be to avoid situation from reoccurring in the future. It was felt that DWD and WWDA should form a group to study how to handle joint applications in the future and to develop a model process for collaboration. Sanchez indicated it should also be determined when to include DWD in certain initiatives and when WWDA should act independently. Kay felt it w the videoconferencing system with the tool to develop the process and get input.

There was consensus that adhering to Secretary Perez’s desire for cooperation rather than competition competitive between agencies should guide efforts. However, it was emphasized that the process needs to include an early decision point so WWDA or WDBs your desire can submit their own proposal.

Directors volunteering to serve on the committee should submit their names to Bosak.

- c. State WIA Plan – Pawasarat mentioned that DWD is working with the governor’s office to develop CWI appointments. This should be completed within the next four weeks. DWD’s recommendation is to emphasize private sector representation, however, quasi-private organizations and public sector representatives are also being considered. He noted that he anticipates that there will be a position on CWI for a local workforce board representative.

Denis said that DWD will ask for an extension of the annual plan and that most changes will focus on the new Walker administration and its priorities. Changes that he anticipates include tying training to job outcome, increased emphasis on aligning existing resources, a focus on workers needing skills to move ahead, and fiscal accountability. Schramm mentioned that the RES sites and Job Centers map (pages 52-53 of plan) should be combined, creating a more easily understood and powerful statement/image.

- d. Other Items – Pawasarat mentioned that during the conference calls she would like to know about large hiring efforts – generally anything over 50 would be appropriate.

Denis said that it appears there will be no money for Youth programs starting next week. He cautioned against borrowing from other funds

Denis reported that DWD will stop sending performance reports until system errors are corrected and the reports are accurate.

Pawasarat indicated DWD is now hiring depending on DOA approval and state budget. Positions with high priority to be filled include section chief and local program liaisons.

6. GLETA and National Association Updates – Welch reported that GLETA has three main goals: WIA Reauthorization; 2. Virtual Conference with NAWB focused on Boards of Excellence; 3. Federal, State and Local Partnerships.

Welch said she is on council for the Conference of Mayors and they are working for WIA re-authorization and educating federal legislators and the President. Others are also working to provide information/data.

Best indicated a Media Advisory was sent out by Secretary of Labor Hilda L. Solis emphasizing an initiative to emphasize the importance of providing summer jobs for America's young people and cooperative efforts with businesses. The NAWB conference is one that appears we may be able to tie into. Board self-development development process is an area NAWB is moving into.

Welch mentioned 'the 47 areas document' information was sent out earlier.

7. Reports/Discussion

- a. Mike Underwood, President, Velocity Learning Systems indicated he is will be hosting a summit on June 21st. The theme is *Addressing Career Pathways for Young People*, with the conference titled *Career Pathways Summit*. The *Pathways to Prosperity* document is a part of this Harvard Conference, looking at career clusters, tying schools together at all levels, along with employment/workforce groups, and businesses. This is a private conference by invitation only and he would be pleased to invite WDB directors. The group consensus was to have WWDA get involved in planning the conference. Bosak will send out Underwood's contact information and an electronic copy of the *Pathways to Prosperity* document.
- b. Return on Investment (ROI) – Kay indicated WWDA should develop ROI data sets, possibly using information from the Minnesota Workforce Council. Best said he felt that WWDA should also look at materials from groups such as GLETA or COSA. Borremans asked who should take the lead to develop ROI data elements – ASSET Users Group, the DWD LMI group, or a separate committee. Borremans indicated he had spoken with Amy Scarborough (ASSET Users Group chair) seeking their input, but has not gone any further at this point. Denis indicated that Nelse Grundvig has developed three models using ASSET data. All work well up until it comes to costs that person has incurred. There needs to be a way to determine and inculcate those individual costs. Denis will send out the model to all. Schramm said that WDBSCW has developed a model for use in her area. She will send out the model and appropriate information. The consensus was that the directors should stay directly involved in this and it should not be assigned to a subcommittee.
- c. WDA Positions Needed Survey – Borremans asked for everyone's perspective on the process and results. Denis indicated Dennis Winters has received all of the reports and will try to utilize the information. Schramm asked if it can be extrapolated into skill sets/analysis. Daniels said at first she was skeptical but it turned out to be very beneficial effort. Denis indicated DWD is looking into purchasing the *Wanted Analytics* program to expand on current job opening listings and will use the information to supplement Jobcenterofwisconsin. Borremans said that there will be a demonstration of the *Wanted Analytics* program on Tuesday, April 19 at 2 p.m. (CDT). Information on how to access the conference will be sent out within the next day. Borremans said he was recently introduced to DWD's labor market personnel and it appears that DWD had filled many of the open positions. Denis indicated there are two sections – Labor Market Analysis (Dennis Winters) and Labor Market Information (Nelse Grundvig).

8. Executive Session – Motion by Sanchez, second by Terry to go into executive session with directors and

WWDA staff. Motion approved and the group went into executive session.

9. Other Business – Group reconvened. No further items were discussed or action taken.
10. Adjournment – Motion by Golembeski, seconded Sykes to adjourn meeting, Approved and meeting adjourned at 12:50 p.m.