



Wisconsin Workforce Development Association Executive Committee (WWDAEC) Meeting

Meeting Date: Wednesday, February 2, 2011

Meeting Location: Teleconference (planned meeting in Green Bay changed due to inclement weather)

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

Others Present: Mari Kay, NWCEP/WWDA; Gregg Bosak, SWWDB/WWDA (recording); Gary Denis, DWD; Jane Pawasarat, DWD; Linda Preysz, DWD; Kathy Cullen, WTCS

- Minutes -

Chair Borremans called the meeting to order at 9 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. WTCS ABE to Credentials Project
Kathy Cullen, vice president of the Wisconsin Technical College System (WTCS) described the 'ABE to Credentials' initiative and its attempt to increase the number of adults who complete postsecondary credentials, utilizing the I-BEST mode, and the means by which Adult Basic Education is delivered by aligning with multiple systems such as the WDAs, WTCS, etc. WTCS was asked to submit an application to the Bill and Melinda Gates foundation to fund this initiative. WTCS is looking for support from WDBs for this effort. Schramm and Borremans will serve on a planning/steering committee working on this project. By unanimous consent, the WWDAEC indicated its support and authorized a letter of support as appropriate.
3. DWD Report
 - a. Linda Preysz requested each area provide the regular job center information. The 11 WDBs provided an update regarding layoff and unemployment activity within each WDA and job center activity including attendance numbers and any security issues.
 - b. Gary Denis indicated that his recent e-mail regarding free tax-filing at One Stop Career Centers was meant as an alert and nothing more. Denis referred to his recent e-mail regarding the SAGE grants. Several directors requested contracts so they could implement service delivery. Denis said he thought they had been issued and will follow-up on the contract status.
 - c. Cheryl Welch indicated that an employer in her area would be hiring a large number of people over the next several months including many welders. She said that to meet the demand a statewide effort may be needed and that the workforce system should consider ways to collaborate to provide the needed workers. Sanchez requested information on skills needed which Welch indicated she would provide once they meet with the company. Denis said that DWD may be able to assist in pre-screening efforts.

4. GLETA Report

- a. Dick Best and Cheryl Welch described the organization and functions of the Great Lakes Employment and Training Association (GLETA). GLETA encompasses a 10-state region with two members per state (Illinois the exception). Originally an informal confederation of WIBs, GLETA has now become better organized with By-Laws and a more formal structure and activities. Best said he recently sent out a paper representing GLETA's 'Key Points Toward Reauthorization' paper, much of which came from the WWDA transition paper. Moved by Best to have WWDA endorse the 'Key Points.' Motion passed unanimously.

GLETA is also developing a dislocated worker survey to provide baseline information on dislocated workers needs and a regional overview. GLETA also being developed is a Board certification process and recognition package, along with a process for marketing and promoting WIBs. Welch and Best encouraged directors to register for the Heartland Conference although there is a possibility it may be cancelled. If held, there will be a pre-conference session on Labor Market Information (LMI) and trend changes to assist all workforce boards.

Best said that he had sent out a survey to determine the focus of a possible workforce conference. The electronic survey is due back by February 11.

5. Chief Information Officer Report (Mari Kay)

- a. Mari Kay reported on the upcoming congressional visits in Washington, D.C. on February 8 and finalized the visitation schedule matching WWDA participants with the Representatives/Senators. Kay referenced the packet of materials she had sent out before the meeting. The group discussed those materials and discussed several changes. Kay will update and send out the revised items before leaving for Washington.
- b. Kay reported that DWD secretary Manny Perez, deputy secretary Scott Baumbach and executive assistant Georgia Maxwell have accepted invitations to meet with WWDA the morning of the Day at the Capitol. She further noted that registrations for the March 3rd state Day at the Capitol are due February 9. Room reservations at Inn on the Park are only being held until February 7. WWDA will meet the afternoon before the Day at the Capitol.
- c. Kay is still waiting for video conferencing information on several sites for their naming and contact information. The Southeast locations are the only sites awaiting installation. Still awaiting billing information on the BadgerNet services.
- d. Kay reported that WWDA's Tax Exemption 501 [C] [3] Non Stock Corporation application (Application for Wisconsin Sales and Use Tax Certificate of Exemption Status [CES]) had been approved. Request for tax exempt number has been submitted.
- e. Kay reported that the legislative newsletter has gone out. It is possible to track the number of 'hits' who opens the document.
- f. The Annual Report has been printed and will be distributed at the Day at the Capitol event. There are about 35 copies per WDB. Borremans said that the cost was \$2,073. As previously agreed, each WDB will be billed \$190 to cover the cost of printing. He also noted that DWD will allow the AIMS group to use their vendor list to advertise the audit RFP eliminating the anticipated publication cost for the RFP.

6. Chair's Report

- a. Borremans reported he had met with the AIMS group and they will conduct a Salary/Fringe Benefits survey through Survey Monkey. It was noted that a copy of the questionnaire was distributed with meeting materials. The survey will be distributed within the next couple of days to each WDB director and finance director. The goal is to have the survey completed and returned so the results

- can be ready for the March 2nd WWDA meeting.
- b. Borremans indicated he made a presentation to the Assembly's Committee on Labor and Workforce Development on January 26 which went well. DWD Secretary Manny Perez, AFL/CIO president Phil Phil Neuenfeldt and WTCS president Dan Clancy also provided testimony that day.
 - c. Borremans said that WWDAEC leadership group had met with secretary Perez and deputy secretary Baumbach early in January to hear his priorities. He said that he has had further conversations with secretary Perez at the committee hearing and again by phone regarding the secretary's interest in having the workforce board conduct a survey of job needs/opportunities within each WDA. A spreadsheet of the information requested was distributed with the meeting agenda. It includes the names of businesses, positions title, number positions to be filled and projected date the positions will be needed. While a specific deadline was not finalized, he would like the information soon and suggested a six-week turnaround time. Borremans said that he scheduled a teleconference for Friday, February 4th with the Business Services group will determine how to collect the information and any additions/changes we might recommend to secretary Perez. He requested the directors participate in that call.

Borremans mentioned that secretary Perez has been very supportive of the workforce boards, so far, and felt that WWDA needed to be aggressive in capturing appropriate information and sharing it with secretary Perez as a means of developing trust and collaboration with the secretary's office.

Denis mentioned that DWD had a database of employer information that could be shared with the WDBs and used to identifying employers to contact.

Borremans further mentioned the secretary Perez shared three main priorities/philosophies for the system:

1. Support for the structure of the system but with increased emphasis on job placements. The system needs to adopt a more outcome oriented approach and be more aggressive and accountable for placing clients in jobs. The culture of the job centers needs to change to recognize this new emphasis;
2. Need to make clients more self-reliant and encourage life-long learning. He is interested in building positive relationship with training providers especially the technical colleges. Secretary Perez has scheduled lunch with WTCS president Clancy and Borremans to open dialogue; and
3. Keep the audits and financial activities consistent with all federal regulations and fully comply with the new Federal Funding Accountability and Transparency Act (FFATA), presented by Verlynn Schmale at the last meeting, which establishes new sub-recipient reporting requirements to all federal grants over \$25,000.

7. Other Business

There being no further business, the meeting adjourned at 11:45 a.m. The next meeting will be on March 2, 2011 from 2:00 to 4:00 p.m. at Inn on the Park in Madison.