



Wisconsin Workforce Development Association Meeting

Wednesday, May 12, 2010

9:00 am - 12:00 pm

Meeting Location: Milwaukee Area Workforce Investment Board, Inc. , 2338 N. 27th Street, Milwaukee, WI 53210

Meeting Minutes

WWDA Member Attendees: Susan Koehn, Don Sykes, Francisco Sanchez; Jim Dwyer, John Heyer, Al Hesse (for Cheryl Welch), Brad Grant, Jim Golembeski, Sally Cutler, Steve Terry, Dan Racette, Dick Best, Colleen Bates, Teresa Pierce (for Jerry Hanoski), James Ehram, Pat Schramm, and Bob Borremans. Tom Barrett attended briefly to welcome WWDA to Milwaukee.

Other Attendees: Mark Kessenich, Milwaukee Area Workforce Investment Board; Paula Konenakhone, Milwaukee Area Workforce Investment Board; Diane Reynolds, WI Dept. of Workforce Development; Mari Kay-Nabozny, WWDA Legislative Staff; and Angela Cummings, WWDA Coordinator.

1. Convene

Meeting was called to order by Chair Racette at 9:02 a.m.

2. Approval of 11/4/09 WWDA and 4/14/10 WAJTE Minutes – Action Item

Motion was made by Heyer to approve the November 4, 2009 WWDA minutes and April 14, 2010 WAJTE minutes. Second was made by Cutler. No discussion. Motion carried.

3. Chair Report

Chair Racette presented information on WWDA's award and gave a summary of the National Workforce Alliance award ceremony. WWDA Day at the Capitol and Day on the Hill went well. Nabozny provided updates on legislation related to workforce development including the video conferencing system and summer youth program.

Borremans summarized the Department of Corrections Workforce Summit that was held in February to engage Corrections, WI Dept of Workforce Development (DWD), and local Workforce Development Boards in high level planning to expand the Windows to Work reentry program throughout the state. Each workforce development area has the opportunity to participate in follow-up efforts. Department of Corrections secured funding to expand the Windows to Work program throughout the state. Department of Corrections is hiring a statewide coordinator. Funding begins July 1st. During discussion it was mentioned that it is difficult to work on reentry with the county jail because typically people stay in county jail for a week and are released, as opposed to the prison system where people serve for longer amounts of time.

Borremans summarized the Sector Alliance for the Green Economy (SAGE) grant that DWD received, which focuses on "greening" four existing apprenticeship programs and developing two new green apprenticeship programs. DWD is expected to have

approximately \$4 million in discretionary funds for FY2010. Elevate America, a Microsoft initiative, will provide 10,000 vouchers to Wisconsin for Microsoft computer training and certification starting this month. The voucher program will be run through DWD job service.

On July 1, 2010, WWDA tax exempt status request will be sent. WWDA had the choice of applying for tax exempt status in April, 2010 and filing two Form 990s or waiting until July 1, 2010 and filing one Form 990 which would cost less. WAJTE decided to apply for tax exempt status on July 1st. Best will contact Wipfli to see if WWDA is able to act as a tax exempt organization once tax exempt status is applied for.

On September 1, 2010 WWDA will hold local One-Stop 101 events. The event will be coordinated statewide and occur in local areas. Nabozny will develop template marketing materials and work with local areas to coordinate.

WAJTE is looking into having a common health insurance plan across majority of Workforce Development Boards, and expects to report additional information this summer.

4. LEO Updates

WWDA Local Elected Officials provided updates on County activities.

5. CY 2010 WAJTE Strategic Plan – Action Item

WAJTE engaged in a facilitated strategic planning during the January and February WAJTE meetings and developed a Calendar Year 2010 WAJTE Strategic Plan. A motion was made by Borremans to approve the CY 2010 WAJTE Action Plan. Seconded by Heyer. Discussion: change the name of the document to CY 2010 WWDA Strategic Plan. Best moved to amend the motion by striking out the words CY2010 WAJTE Action Plan and inserting CY 2010 WWDA Strategic Plan. Motion carried.

6. Changes in WWDA Bylaws – Action Item

Discussion occurred about the proposed changes. Motion made by Heyer to approve changes in WWDA Bylaws. Seconded by Bates. Discussion: eliminate Article 7 Executive Staff Committee and renumber subsequent sections. Motion made by Borremans to eliminate Article 7 Executive Staff Committee and renumber subsequent sections. Second Heyer. Motion carried.

7. Gubernatorial Candidate Forum

WWDA discussed options for a survey and gubernatorial forum. The National Skills Coalition is interesting in partnering. The Wisconsin Economic Development Association is willing to publish the results.

Suggestions included having open ended questions; and including questions regarding partnerships with local elected officials, role of workforce boards, and support for the structure of the one-stop systems. Nabozny and Cummings will draft survey questions leveraging the WWDA legislative platform developed two years ago. Nabozny will send WWDA members the legislative platform document and request suggestions from WWDA members.

A motion was made by Cutler to support sending a candidate survey to lieutenant governor, gubernatorial, senate and assembly candidates; to partner with the National Skills Coalition when WWDA and NSC agree on a platform; and have Cummings and Nabozny develop and send WWDA revised survey questions for electronic approval. Seconded by Heyer. Discussion: Some expressed concern that NSC will have different content ideas. A suggestion was made that WWDA develop their survey and send to NSC to see if they are

still interested in partnering. The WWDA legislative committee should be involved in the development of questions for the survey. Cummings and Nabozny will develop survey questions. Motion carried.

WWDA discussed options for a Gubernatorial Candidate Forum and the success Pennsylvania had with their gubernatorial candidate forum. Directors choose to hold a 30 minute question and answer session with gubernatorial candidates (separately) as soon after the primary election as possible. The WAJTE/WWDA meeting will occur in conjunction with this. Directors will hold discussions with lieutenant governor, senate, and assembly candidates on a local level.

Motion made by Cutler to secure a date for the gubernatorial candidate forum during the week of September 20th - 24th. Seconded by Borremans. Discussion: the week of September 20th - 24th is a tentative date and this may change based on the availability of the candidates. Motion carried.

WWDA members will invite board members and partner organizations to attend the forum. A goal is 200-300 in attendance. The forum will be held over the lunch hour and tickets will be a nominal fee (TBD). A moderator will be secured.

The location of the August and September WAJTE/WWDA meetings has been changed. The August WAJTE meeting will be held in Northwest WI instead of WOW. The September WWDA/WAJTE meeting will be held in the WOW area and rescheduled in coordination with the gubernatorial candidate forum. The suggestion was made to hold the WAJTE meeting in the evening, WWDA the next morning, and the gubernatorial candidate forum during the lunch hour.

Schramm is volunteering Erin and Jacki to assist with the gubernatorial candidate forum planning. Cutler offered to assist as well. Each Workforce Development Area will assign one contact person to the gubernatorial planning team. Directors will send names to Cummings or Nabozny by Friday, May 14th.

8. Marketing System Statewide

WAJTE would like to better communicate the impact of the workforce development statewide. The ASSET User Group, a subcommittee of WAJTE, will suggest 5 points of data that will show the value of the workforce development system, and definitions for measurement.

9. Committee Breakout Sessions

WWDA expressed interest in choosing new WWDA subcommittees to participate in; however, no changes were made to the subcommittee membership. The following WWDA subcommittees met.

- 1) Membership Education**
- 2) Partnership Development**
- 3) Financial Strategy**
- 4) Legislative Strategy**

10. Committee Reports and Future Projects

1) Membership Education

The Membership Education Committee will be changed to “membership” and expand their purpose to include engaging current WWDA members and expanding WWDA membership. The suggestion was made to increase the distribution list of the WWDA newsletter to include employers and politicians. The Membership committee

also discussed attendance at the gubernatorial candidate forum. Ideas included everyone inviting x number of people, and providing a teleconferencing option. Membership will brainstorm additional ideas and bring them back to WWDA.

2) Partnership Development

The Partnership Development Committee will revisit partnerships with the WI Counties Association and WI Technical College System, and explore partnerships with the WI Economic Development Association, and GROW Region leaders. The GROW Region leaders have begun meeting monthly to form a statewide group similar to WAJTE, and are in the process of forming a 501c3 incorporation. Cutler will gather additional information and provide WWDA with updates. Additional suggestions for partnership development included labor entities and manufacturers in commerce. Best will gather information from GLETA regarding possible partnerships with labor.

3) Financial Strategy

WWDA and DWD relations have improved as DWD is making the Workforce Boards eligible applicants for funding opportunities. The committee discussed common grant applications being submitted, and exploring resources for hiring one full-time staffing person for WWDA/WAJTE.

4) Legislative Strategy

The committee discussed the Gubernatorial Candidate Forum and combining some of the bullet points from on the WWDA legislative platform. Nabozny will send the full original document to WWDA; WWDA will provide feedback and suggestions to Nabozny. The content of the revised document will help inform gubernatorial candidate forum questions.

11. Other Business

Charmaine Prewitt, WWDA Secretary and Workforce Development Board Chairperson for North Central, has left her position with North Central Workforce Development Board leaving a vacant position for WWDA Secretary. James Ehram was nominated for secretary of WWDA. Mr. Ehram was unanimously voted into office as the WWDA Secretary.

Nabozny provided an update on the video conferencing system. The Workforce Development Board directors and AT&T will discuss timelines for implementation, locations where the system will be installed and final quotes for equipment. The system is expected to be installed in all workforce development areas by December 31, 2010. Schramm currently has a video conferencing system which has been set up several ways in various locations throughout the South Central Workforce Development Area. Directors are invited to visit South Central and see the various arrangements in order to decide which option is best for their area. The Department of Vocational Rehabilitation has teleconference equipment; however the workforce boards are unable to utilize them at this time. Diane Reynolds will check into the possibility of sharing conferencing systems with DVR and report back to WAJTE. This information will be used to determine the locations of the new video conferencing system. Funds for teleconference system will flow to the workforce boards and boards will pay for.

12. FY 2010 Meeting Calendar

The 2010/2011 WWDA/WAJTE meeting calendar was distributed. Based on conversations in this meeting, Cummings will revise to reflect that the August meeting will be held in Northwest (instead of WOW), the September meeting will be held in WOW (instead of Northwest), the September date is to be determined (and will be in alignment with the

gubernatorial candidate forum), and the February meeting will be TBD and align with the Day at the Capitol.

Motion to adjourn made by Cutler. Seconded by Borremans. Meeting adjourned at 12:23 p.m.