



Meeting Minutes
April 4, 2007
The Pyle Center
Madison, WI

Association members present: Dick Best, Bob Borremans, Sally Cutler, Jim Dwyer, LeRoy Forslund, Jim Golembeski, John Heyer, Erhard Huettl, Beth Norris, Charmaine Prewitt, Dan Racette, Francisco Sanchez, Pat Schramm, Steve Terry, Cheryl Welch, Howard Zellmer

Also present: Gary Denis, DWD; Mari Kay-Nabozny, Northwest CEP; Sarah Diedrick-Kasdorf, Wisconsin Counties Association; Teresa Barch, WAJTE/WWDA Coordinator

John Heyer called the meeting to order at 1:05 p.m.

1. Approval of the minutes of the February 7, 2007 meeting

The minutes of the October 4, 2006 meeting were approved (motion—Erhard Huettl; second—LeRoy Forslund).

2. Small group discussion of strategic issues

Members worked in four groups to further develop an action plan for the strategic issues developed at the February 7, 2007 meeting. Following are highlights from each group's report:

Strategy #1: Become educated on talent development innovations that are transforming our workforce system nationally and locally.

This group revised its original question—How do we develop a talent pool in today's global economy?—into the above action statement. Cheryl Welch and Beth Norris will research possible speakers/topics for the next WWDA meeting. The group envisions setting aside time on each agenda for this learning component and requested guidance from the Executive Committee regarding the budget for speakers. All WWDA members are encouraged to forward ideas and suggestions to the association coordinator.

Strategy #2: Develop mutually beneficial partnerships

Group 2 also changed its question into an action statement and there was consensus that it would make sense for all of the groups to do this. They brainstormed 13 potential partners and were encouraged by the other WWDA members to prioritize the list and start developing relationships with a few key organizations. This group proposed a number of activities for the next six months, including the development of a vision statement.

Strategy #3: Develop a statewide financial strategy for funding workforce development efforts

First steps in moving this strategy forward is to clearly articulate WWDA's value then identifying potential resources. Francisco Sanchez and Jim Golembeski will work together to craft a plan for implementing this strategy.

Strategy #4: Work with legislative representatives and other stakeholders at all levels to advance an understanding of, and increase resources for workforce development throughout the state of Wisconsin.

This group proposed instituting an annual legislative day event that would initially focus on educating legislators about workforce development and then become more issue-oriented in 2008. WWDA members agreed by consensus that representatives from this group should plan a meeting in Minneapolis with Anne Olson, director of the Minnesota Workforce Council Association to learn from her how the MWCA legislative agenda and events are structured.

3. Finalize 2007 action plan

Approval of the 2007 action plan did not take place due to the lack of a quorum.

4. Next steps

Progress will continue through the strategic action groups that have been established.

Group representatives will give reports at monthly meetings of the Wisconsin Association of Job Training Executives (WAJTE). The WWDA coordinator will compile the results of the small group discussions into one document.

The next WWDA meeting is being planned for August 1, 2007 in Menomonie, Wisconsin. David Bradley from the National Workforce Association will present a legislative briefing session designed to help state and local workforce agencies develop effective educational programs, strengthen outreach to local and state elected officials, broaden the appeal of a local workforce agenda, successfully communicate the achievements of the local One-Stop operations, and strengthen responsiveness to the workforce development community. In addition to WAJTE and WWDA members, potential invitees for the August 1 meeting include members of the Wisconsin Governor's Council on Workforce Investment, Byron Zuidema, U.S. Department of Labor Regional Administrator, congressional staff persons, Department of Workforce Development staff, and other key stakeholders.

5. Other business

None presented

The meeting was adjourned at 3:00 p.m.

Submitted by *Teresa Barch*, WAJTE/WWDA Coordinator