



Meeting Minutes January 9, 2008

Location: The Pyle Center, University of Wisconsin-Extension, 702 Langdon Street, Madison, WI 53706

Association members (or representatives) present: Charmaine Prewitt, Beth Norris, Francisco Sanchez, Jim Dwer, Cheryl Welch, Jim Golembeski, Sally Cutler, Steve Terry, Dick Best, Jerry Hanoski, James Ehram, Pat Schramm, Howard Zellmer, and Bob Borremans.

Also present: Ron Danowski, DWD; Gary Denis, DWD; Mari Kay-Nabozny, Northwest CEP; Sarah Diedrick-Kasdorf, Wisconsin Counties Association; Michelle St. Clair, WOW WDI; and Teresa Barch, WAJTE/WWDA Coordinator.

1. **Welcome and introductions**

Secretary Charmagne Prewitt called the meeting to order at 1:05 p.m.

2. **Approval of the minutes of the October 3, 2007 meeting**

The minutes of the October 3, 2007 meeting were approved (motion – Jim Dwyer; second – James Ehram).

3. **Workforce Development DAY AT THE CAPITOL**

Mari Kay-Nabozny distributed and reviewed the schedule of events and registration information for the WWDA Day at the Capitol 2008 on Wed., February 20th. The event will begin with a continental breakfast and legislative briefing at 8:00a to 9:00a in the Capitol East Room at the Best Western Inn on the Park, at which time WWDA members and delegates will be briefed about the association's legislative agenda and also provided with educational materials to distribute. From 9:00a to 3:00p, following the briefing, workforce development area delegates will meet with their representatives.

Each workforce development area is responsible for scheduling appointments with state representatives. A listing of state senate and assembly representatives, organized by the eleven workforce development areas, was provided by Kay-Nabozny. She noted that the individuals highlighted in green are either members of the standing committee of the Wisconsin Assembly's Workforce Development Committee or members of the Senate Committee on Small Business, Emergency Preparedness, Workforce Development, Technical Colleges, and Consumer Protection. In between appointments, the Capitol Hospitality Suite will be available for delegates to snack and socialize.

A legislative debriefing will be held between 3:30p to 4:00p to provide WWDA's members and delegates to report on their meetings.

4. **2008 Legislative Platform**

Kay-Nabozny distributed the draft WWDA 2008 Federal and State Legislative Agendas for review.

Discussion ensued about the priority funding issues identified in the state agenda. It was recommended that the third and fourth bullet points be placed as first and second. Welch requested that the statement requesting “the restoration of an appropriation of \$15,000” be rewritten. Discussion ensued about the need to focus on high level issues. Diedrick-Kasdorf emphasized that since the legislative session is closing soon, the February event should focus on building awareness about workforce development but that there is also no harm in also making specific requests. Dwyer provided counsel on talking with legislators and emphasized the importance of developing relationships. There was general agreement to keep the format of the state legislative agenda and rearrange bullets. Discussion then ensued about the value of sharing best practices from other states with Wisconsin legislators, particularly the workforce development initiatives used by the states of Minnesota and Pennsylvania.

Prewitt outlined the process for finalizing materials for the WWDA Day at the Capitol event: (1) the legislative subcommittee would make revisions to materials, (2) materials would be presented at the February 6th WAJTE meeting, and (3) directors would review and make final approval of the state legislative agenda on Feb. 6th.

Discussion ensued about the draft federal legislative agenda. Welch suggested that the WWDA legislative agenda should be consistent with GLETA’s white paper. Schramm commented that it was important to identify how much less federal money is going to Wisconsin for workforce development. The federal legislative agenda would also be reviewed and approved at the Feb. 6th WAJTE meeting.

5. Committee breakout sessions

The four WWDA strategy committees met separately to discuss progress to-date and future plans.

6. Committee reports

- a) Strategy #1: Member Education – The committee recommended allotting 45 minutes on the WWDA agenda for the following educational activities in 2008:
 - Technological Infrastructure Solutions: April
 - Traditional Transportation Solutions: July
 - Report on Wisconsin’s WIRED Regions: October
- b) Strategy #2: Partnership Development – The committee recommended focusing on developing three priority partnerships in 2008, including partnerships with the Wisconsin Counties Association, the Wisconsin Economic Development Association, and the Wisconsin District Boards Associations.

Cutler presented the top vision and mission statement options for WWDA. The following vision and mission statements were selected:

- Vision: Partnering to create a workforce system that delivers quality workers for quality jobs.
 - Mission Statement: WWDA is improving the quality of Wisconsin’s workforce by supporting and maximizing the collective strength of the state’s local workforce development boards.
- c) Strategy #3: Resources – The committee recommended the following Strategic Vision White Paper for WWDA:

The workforce development system in Wisconsin supports strong regional economies by ensuring that workers’ skills are aligned with business needs through a seamless talent development process. These regional workforce systems are

organized at the direction of the local elected officials with the business-led workforce development boards providing leadership, financial accountability, and partnership development with performance-driven results.

The workforce development boards work in close partnership with the Governor and state administrative staff to help Wisconsin's workers reach their full potential, which in turn allows Wisconsin businesses to compete, succeed, and grow in the global marketplace. Working together, the workforce development boards share information, promote best practices, and educate stakeholders on workforce development policy.

The **Wisconsin Workforce Development Association (WWDA)** is a collaborative effort among the regional systems that builds capacity for working in partnership with the Governor, state staff, and other partners to achieve common workforce development goals. WWDA combines the efforts and expertise of the local elected officials, workforce development board chairs and the chief executive staff from each of the 11 workforce areas to effectively address statewide workforce issues and meet global challenges.

For 2007-08, the WWDA has identified the following strategic issues as focal points for our work:

1. Become educated on talent development innovations that are transforming our workforce system nationally and locally
2. Develop mutually beneficial partnerships
3. Develop a statewide financial strategy for funding workforce development efforts
4. Work with legislative representatives and other stakeholder at all levels to advance an understanding of, and increase resources for, workforce development throughout the state of Wisconsin

d) Strategy #4: Legislative Strategy – The committee reviewed its proposed legislative agenda in consideration of feedback from the larger group. The committee would continue to work to develop a final version for approval at the Feb. 6th WAJTE meeting.

7. Next steps

Continue planning for a February 20, 2008 Legislative Day
Next meeting – April 2, 2008

8. Other business

None was presented.

The meeting was adjourned at 2:50 p.m.

Submitted by Michelle St. Clair, WAJTE/WWDA Coordinator as of 1/9/07