



THE VOICE OF WISCONSIN'S LOCAL
WORKFORCE DEVELOPMENT BOARDS

Meeting Minutes: November 5, 2008

Location: Exhibition Room of the Alliant Energy Center, Kegonsa Room, 1919 Alliant Energy Center Way, Madison, WI 53713

Association members present: Schramm, Cutler, Welch, Terry, Golembeski, Sanchez, Hanoski, Norris, Best, Borremans, Kessenich

Others present: Michelle St. Clair, WAJTE/WWDA Coordinator; Mari Kay-Nabozny, Workforce Systems Advocate; Al Hesse, Fox Valley Workforce Development Board; James Ehram, DWD; Gary Denis, Diane Reynolds

Sanchez called the meeting to order at 9:30a.

WAJTE Meeting

1. Approval of Minutes

Cutler moved to approve, Borremans second. Motion carried.

2. Chair's Report

Sanchez reported on the WEDA Conference, where the association had an exhibitor's booth. He reported that Secretary Gassman provided a positive presentation at the WEDA lunch; and he commented that his meeting scheduled soon will be cancelled since she is coming to present to the association this afternoon. Terry commented that it was good for the association to establish a presence and helped to make the connection between workforce and economic development.

Sanchez reported on the meeting in Southeastern Wisconsin held between the Council on Workforce Investment (CWI) Chair Sullivan and leadership from the Southeastern Wisconsin Regional Workforce Alliance (RWA)/Workforce Innovation in Regional Economic Development (WIRED) Initiative. Sullivan reported that though CWI is focused on regionalism, there is not a desire to disenfranchise Board members.

Golembeski noted that the Special Legislative Committee on workforce will also be observing budget requests related to workforce. Kessenich commented that an audit of workforce development programs will likely emerge from this Special Committee.

3. Coordinator's Report

1. Kay-Nabozny arranged a phone conference on October 9th for WAJTE Directors to discuss Job Center Standards; St. Clair prepared meeting materials and relayed WAJTE Director comments and concerns at the Job Center Standards Work Group meeting on October 10th. St. Clair provided follow-up correspondence to WAJTE Directors on October 15th. Denis is working on developing products from the October 10th work group discussion.
2. Kay-Nabozny worked with WWDA Legislative Committee members to prepare a draft legislative agenda for the association.
3. Kay-Nabozny will reserve a block of rooms at the Inn on the Park for WAJTE Directors and their workforce development area delegation for the February 12th WWDA Day at the Capitol.
4. St. Clair & Kay-Nabozny staffed the WWDA exhibit booth at the WCA & WEDA conferences; St. Clair & Kay-Nabozny also generated questions and worked with panel members to prepare for the WCA panel discussion on workforce. Welch moderated the panel, which featured Hanoski, Bates and Heyer.
5. Schramm will present on industry partnerships at the WEDA conference.
6. WAJTE Directors forward Board packets to Kay-Nabozny to share with others.

St. Clair noted the financial report in WAJTE Directors' meeting packets. She commented that though no money has been received to date from DWD, DWD has committed to providing the association with a \$15,000 technical assistance grant for PY2008.

St. Clair reviewed the minutes from the ASSET User Group's October 30, 2008 meeting. She noted that there were concerns regarding Bryant's retirement and the need for the state to continue to provide performance data to the local areas, particularly extract files. Denis stated that DWD will rehire Bryant's position. Hesse invited Denis and Reynolds to share their perspective with the ASSET User Group; Denis asked Hesse to relay his comments to the group. WAJTE Directors discussed taking official action on the matter.

Borremans motioned to send a letter to Secretary Gassman that refilling Nancy Bryant's position is critical to local areas; and if the request is denied by DOA, DWD must have an alternative way to get performance data to local areas. Welch seconded; motion carried.

4. Legislative Staff Report

Kay-Nabozny reported on the WWDA legislative newsletter. Seven newsletters have been distributed to date. In October, the distribution list was substantially increased because WAJTE Directors provided Kay-Nabozny with their board email lists. Kay-Nabozny is tracking the newsletter's open rate, which will be helpful to inform discussions at the 2009 WWDA Day at the Capitol. Kay-Nabozny is requesting submissions for the November newsletter, which are due November 18th. Kay-Nabozny will let WAJTE Directors know if Board members or leg from local

areas are opting out and/or not opening newsletter. There may not be a newsletter in December because of the holidays.

In addition to the newsletter, WWDA's website is an additional marketing tool that has been gaining ground. After the fall WCA and WEDA conferences, there were 48.6% new visits to the WWDA website; in fact, there have been 11 new subscribers. The "links and resources" page is most popular after the main page.

Kay-Nabozny discussed changes in the state legislature as a result of the November elections. She then discussed the 2009 WWDA Day at the Capitol on Feb 12th (which is the day AFTER WCA). She commented that save the date notices went out to WWDA membership and that additional information will be sent out as the day approaches.

Kay-Nabozny asked whether participation at WWDA Day at the Capitol could be extended to people who are not part of our association, but who have a vested interest in workforce. Discussion ensued. Each WDA will determine who goes for their delegation; and each WDA will be charged to pay for the cost of lunch (currently estimated at \$15 per person per board). Kay-Nabozny will develop registration form and send to WAJTE Directors to distribute and collect. Sanchez – packets should be sent out more ahead of time.

Kay-Nabozny reported that a WWDA/WAJTE Intern started earlier that week: Allison Brost will be performing research for a workforce development fund in the State of Wisconsin.

Discussion ensued regarding the Special Legislative Committee on Wisconsin's Workforce ("Special Committee"). Sanchez request Golembeski and/or Kessenich report on the Special Committee at the December WAJTE meeting. Kessenich and Keckhaver commented that it is expected that the Special Committee will invite someone from Minnesota to talk about their workforce development fund. It was noted that legislative committee changes would occur due to the November elections; it was expected that assignments would be settled by January.

Discussion ensued regarding WAJTE/WWDA representation at conferences and with partnership groups. It was agreed that the association should have "one face." Kay-Nabozny would represent the association as the Workforce Systems Advocate.

5. Minnesota/Wisconsin Joint Legislative Reception

Kay-Nabozny reported that Ann Olsen from the Minnesota Workforce Council Association, contacted her because their association is interested in holding a joint legislative reception again this year during the NAWB Conference in Washington DC from March 7-9th. Discussion ensued; WAJTE Directors agreed to have a joint legislative reception.

6. State Retirement Program for WDBs

Cutler commented that benefits for Workforce Development Boards might be modeled after regional planning commissions. Since regional planning commissions have state benefits and

are very similar to workforce development boards; she suggested WAJTE Directors consider pursuing legislation in order to develop a state retirement program/benefit plan for workforce development boards.

Best commented that regional planning commissions are a legally recognized consortium of county governments - they are legislated as an intergovernmental agency, which is why they have state benefits. Northwest CEP is the only WDB that is currently structured as an intergovernmental agency; local workforce development boards would have to restructure.

Cutler will perform follow-up research to determine the costs and benefits of pursuing the change.

7. Establishing a Statewide Business Services Committee

Welch requested that WAJTE Directors consider developing a Statewide Business Services Committee. Sanchez reported that workforce development boards in Southeastern Wisconsin were pursuing a business services alignment project in order to create one point of contact; he asked directors what the purpose of a statewide business services committee would be.

Best commented that a Statewide Business Services Committee would allow the boards to promote common services to businesses and trade associations on a larger scale. Additionally, the group could promote information sharing and best practices. Discussion ensued.

Hanoski commented that such a committee should align with the sector strategy being pursued by the state.

WWDA staff would work with WAJTE Directors to identify business services staff, inventory best practices across the eleven workforce development areas.

Welch motioned to convene a statewide group of business service representatives from across the eleven workforce development areas in order to consider the advantages and disadvantages of forming a formal Statewide Business Services Committee as a subcommittee of WAJTE. This group would be asked to make a recommendation to WAJTE Directors on whether or not to establish a Statewide Business Services Committee. If a recommendation was made to establish a committee, this group would be responsible for defining the purpose of the committee, its scope of work, and meeting logistics. Borremans seconded; discussion ensued. Motion carried (10 in support, 1 opposed).

8. Reports

Welch provided an update on GLETA, which is in the process of establishing priorities and is attempting to convene all the state associations at the NWA conference to try to create a unified front. Welch will soon be the new chair of GLETA. Sanchez requested that WAJTE Directors receive GLETA agendas and minutes.

Cutler reported that WWDA was invited to give a presentation to the WTCS Board President's Association on Nov. 13th. Staff will revamp the powerpoint presentation developed for the special committee. Additional information would be requested regarding examples of projects,

programs, etc. in which boards functioned as the hub of the workforce development system (e.g. CBJT, RISE, WIRED, RIG). Additionally, St. Clair would ask WAJTE Directors to identify how much of their local dollars are directed to technical colleges (e.g. in terms of ITA vouchers and special projects). Best cautioned that that information could backfire.

9. Wisconsin Council on Children & Families

John Keckhaver, Research Analyst at Wisconsin Council on Children & Families (WCCF), provided a presentation to WAJTE Directors that provided an overview of WCCF, discussed current and emerging workforce challenges, and outlined WCCF's short-term and long-term workforce policy recommendations.

10. Other Business

None submitted.

The meeting adjourned at noon.

Respectfully submitted by Michelle St. Clair, WAJTE/WWDA Coordinator.