



## WWDA Annual Meeting Minutes August 6, 2008

**Location:** Barkers Island Inn Resort & Conference Center, 300 Marina Drive Superior, WI 54880

**Association members (or representatives) present:** Beth Norris, Don Sykes, Jim Dwyer, Francisco Sanchez, Mary Werheim, Al Hesse, James Golembeski, Jim Barlow, Sally Cutler, Charmaine Prewitt, LeRoy Forslund, Steve Terry, Dan Racette, Dick Best, Linda Clark, Jim Ehram, Jerry Hanoski, Pat Schramm, Howard Zellmer, Bob Borremans, Scott Stocker, and Jill Hennessee

**Also present:** Andrea Ray, Workforce Alliance; Gary Denis, Department of Workforce Development; Sarah Diedrick-Kasdorf, Wisconsin Counties Association; Mari Kay-Nabonzy, WWDA/WAJTE Legislative Staff; Michelle St. Clair, WWDA/WAJTE Coordinator

### 1. Convene

Charmaine Prewitt called the meeting to order at 3:45pm.

### 2. Approval of the minutes of the April 2, 2008 meeting minutes

Racette moved to approve the minutes of the April 2, 2008 meeting; Dwyer seconded. Motion carried.

### 3. Establish 2008-09 Action Plan

Earlier in the day, WWDA members went through a series of strategic planning exercises. St. Clair reviewed from the "envisioning the future" exercise:

- By 2013, WWDA will get .1% of unemployment insurance for the workforce system; and WWDA will have a \$20 million investment from the state for workforce development as a percentage of Unemployment Insurance. (combined 15 votes)
- By 2013, WWDA will be consulted by the State of Wisconsin Council on Workforce Investment, the Department of Workforce Development, the Wisconsin state legislature, and other associations on talent development issues. (8 votes)
- By 2013, workforce issues will be at the top of Wisconsin's legislative agenda. (10 votes)
- By 2013, there will be a financial commitment from the State of Wisconsin for workforce development, which will be made through the workforce boards.

Based on this vision, WWDA members decided that subcommittees should remain unchanged; in PY2008, WWDA will include the following subcommittees: (a) Membership Education, (b) Partnership Development, (c) Financial Strategy, and (d) Legislative Strategy.

WWDA members then divided into subcommittees and discussed the following objectives for 2008-09:

- a. **Membership Education Subcommittee:** Members of this subcommittee discussed issues with scheduling presentations when the association only met quarterly. It was agreed that

membership education should evolve to reflect member interests and member learning format preferences (e.g. it was discussed how the WWDA website could act as a clearinghouse of models and state-level data). St. Clair will develop survey of WWDA members on preferred ways of learning (e.g. do they still want a presentation, a resource tab on the website, email blasts). The survey will also ask members to identify the top 4 workforce issues members would like to learn about. Specific objectives for membership education would be set based on member input.

- b. **Partnership Subcommittee:** Members of this sub subcommittee discussed partnership development priorities for the upcoming year. It was agreed that it was important for WWDA to work with the Wisconsin Manufacturers & Commerce (WMC) association on the unemployment insurance concept. Borremans will make initial contact with Jim Haney. In addition, members agreed upon the need to meet, and establish a relationship, with the Technical College presidents. Cutler will meet with John Clark; and Hanoski will meet with Lee Rasch to further that end. Additionally, members will engage in efforts to strengthen WWDA's partnership with the Wisconsin Counties Association (WCA) and the Wisconsin Economic Development Association (WEDA).
- c. **Financial Strategy Subcommittee:** Members of this subcommittee discussed the need for the association to raise funds. It was agreed that over the next year the association would look to other states for models of funding alternatives. In addition, the association would identify potential funding sources, and look into incorporating as a 501(c)3 so that the association can begin to access grants.
- d. **Legislative Strategy Subcommittee:** Members of this subcommittee referenced the legislative planning session that occurred earlier. The subcommittee would draft legislative issues reflecting the priority of WWDA. It would also develop a 2009 legislative strategy, find model language to recognize the authority of the Workforce Development Boards in legislation, and work to improve attendance and contacts at the 2009 WWDA Day at the Capitol.

#### **4. Discuss WWDA Materials**

Kay-Nabozny discussed the importance of developing WWDA materials for partnership development, particularly if WWDA has a presence at exhibit booths at upcoming conferences. She talked about options discussed at a previous WAJTE meeting; discussion ensued. Kay-Nabozny would continue working on developing WWDA materials.

#### **5. WWDA Elections**

Sanchez instructed WWDA members that per the bylaws, it was necessary to elect WWDA officers on an annual basis. Discussion ensued.

Cutler motioned to cast a unanimous ballot to keep the same slate of officers in PY2008: John Heyer as Chair; Don Madelung as Vice Chair; and Charmaine Prewitt as Secretary. Borremans seconded. Motion carried.

#### **6. Approval of 2008-09 Budget**

Association members were provided a copy of the proposed 2008-2009 WWDA/WAJTE Budget. Sanchez provided a brief explanation of the budget.

Cutler motioned to approve the budget, providing that changes were made to the formula for contracted staffing costs as noted in the annual meeting. Jim Barlow seconded; motion carried.

Borremans motioned for the WWDA to request that the Department of Workforce Development provide a \$15,000 technical assistance grant to support the association. Schramm seconded. Motion carried.

**7. Other Business**

No other business was submitted.

**8. Set Next Meetings**

WWDA meetings were scheduled from 1:00p to 3:00p on November 5, 2008, February 4, 2009, and May 6, 2009. Attempts would be made to schedule meetings in a more accessible location in Madison, Wisconsin.

*Submitted by Michelle St. Clair, WAJTE/WWDA Coordinator*