

Approved
COUNCIL ON WORKFORCE INVESTMENT

Workforce System Development Committee
November 14, 2005
Milwaukee Job Center North
Milwaukee, Wisconsin

MEETING MINUTES

Members Present: Business Co-Chair; Christopher A. Ruud, Executive VP, Ruud Lighting, Racine; *Co-Chair*: Tina Koehn, VP of Administration, UMOS, Menomonee Falls; Fredi-Ellen Bove for the Secretary, Wisconsin Department of Health and Family Services; Thomas L. Burse, President, Buveck Consultants/Construction Managers, Milwaukee; Bill Clingan for Secretary, Wisconsin Department of Workforce Development; Kathleen Drengler, Manager of Training and Development, Greenheck Fan Corporation, Wausau; Donald L. Rouse, retired VP Corporate Operations, Kohl's Department Stores, Hartland; Georgann Stinson, VP of Operations, General Converters & Assemblers, Racine; State Representative Josh Zepnick.

Members Absent: Jessica Clark, Donald W. Layden, Jr., Sally Peltz, John Scocos, David Vierthaler.

Committee Staff Present: Pamela O'Brien, Mary Pasholk.

Others Present at the Committee Meeting: Gary Denis and Dianne Reynolds, Bureau of Workforce Programs, DWD; Sheryl Billups, CWI/DWD; Francisco Sanchez and Teresa Barch, WOW WDB; Teresa Pierce, Workforce Connections; Sheila Knox, Job Service; Lea Collins-Worachek, Job Service.

Mr. Ruud called the meeting to order at 9:35 a.m. Mr. Ruud was congratulated for being selected as the new Co-Chair. Much appreciation was expressed for Mr. Joe Gilles' tenure as the former Co-Chair. Ms. Koehn introduced Dr. Paula Lampley of Job Center North who provided a brief summary of the Center's activities and emphasis on "real work for real pay" as the goal for people to be fully self-sufficient.

Revised Agenda Item #1:

Ms. Koehn, seconded by Ms. Stinson, moved to approve the minutes of July 28, 2005.
Mr. Rouse, seconded by Mr. Burse, moved to approve the minutes of September 16, 2005.
Both motions unanimously passed.

Revised Agenda Item #2:

Mr. Burse, Chair of the Ad Hoc Committee, provided a status report that included:

- a. Noting the great progress on understanding the strengths within the workforce infrastructure and identifying suggestions for systemic improvements;
- b. The UWM Landscape grant activity helping tremendously with a cooperative relationship. The Ad Hoc Committee intends on having a joint press conference sometime in January to highlight UWM's final grant report and to emphasize the Committee's parallel efforts.
- c. In January, the Committee also intends to finalize draft recommendations that will be forwarded to the full Committee for discussion and endorsement;

d. The Committee is attempting to collaborate with other area activities (The Greater Milwaukee Economic Development Partnership that just received one-half million dollars from the Department of Commerce, the Private Industry Council's Job Center Network Subcommittee, and the recently awarded CWI-funded Regional Grow Grant so that the recommendations are complementary);

e. He stated that the Ad Hoc Committee could disband in March as suggested by Sue Gleason but cautioned that there will need to be a mechanism to guide the implementation of any adopted recommendations, and there will likely still be regional issues to address.

The last point was discussed by the Committee with expressed concerns. Mr. Ruud questioned how to keep the momentum going to implement the Committee's strategies. Ms. Koehn also was concerned about a lack of oversight of system changes that would likely be one of the impacts of the Ad Hoc recommendations. She also noted that regional strategies still need to be tackled which perhaps could be in tandem with the Committee's oversight role of the regional Grow Grant that was recently awarded. There was discussion about folding back the work of the Ad Hoc Committee into the full Committee's agenda. Representative Zepnick expressed agreement with the time limited agenda of the Ad Hoc Committee, and also emphasized the need for continued monitoring. In response to Representative Zepnick's question, Mr. Clingan stated that given this was a Gubernatorial Council, DWD would adjust as best they could to be responsive to the Committee's needs. Mr. Ruud stated that the full Committee will assess how to best attend to these issues. **By consensus, the Committee concurred on the importance of staying engaged in the implementation of the Ad Hoc Committee recommendation, and that the Ad Hoc Committee would provide a status report on "deliverables" for the meeting on December 9, 2005.**

Revised Agenda Item #3:

Mr. Ruud reported on highlights of the November 4, 2005 Executive Committee meeting that included:

- a. A sample of metrics is being reviewed and the Strategies Committee has been assigned that task, and he circulated samples of potential measurements;
- b. The CWI Chair is ready to charge the Committees with moving to the next level of activity on making recommendations for the Governor's consideration;
- c. The December 9, 2005 meeting would start with the full Council meeting followed by Committee meetings;
- d. The Grow Grants were discussed and Ms. Koehn asked if this Committee could be assigned the Southeast Grow Grant oversight role as it would dovetail with more work on regional issues. [The Strategies Committee was designated to have oversight of the Grow Grants.] There was also a question for Ms. Gleason as to how these Grow Grants would be coordinated with the DWD priorities and CWI activities. **In response to Committee questions on "regional" issues, Mr. Clingan stated that DWD would provide labor market information to the Committee.**

There was further discussion about the necessity to be a part of funding priorities, and engaged in grant activities as another re-tooling of the system for improved service delivery. Mr. Ruud also stated the usefulness of having DWD identify the funding activities/sources related to the Committee's action steps. Ms. Billups noted that the Executive Committee would have a more extensive conversation about the Committee's roles. **Based on a motion by Representative Zepnick, the Committee would request the Executive Committee to appoint the Workforce System Development Committee as the oversight entity for the Southeast regional Grow Grant, and that they would coordinate with the other CWI standing committee.**

Revised Agenda Item # 4 (Discussed in two parts)

Mr. Denis discussed the Draft Certification Requirements for Comprehensive Job Centers that were issued via email on November 4, 2005 for public review and comment that included members of the Committee. He noted the differences from the first draft that the Committee reviewed, most notably, the deletion of requirements for satellite centers with a new emphasis on "access points to services." Mr. Denis also identified the process and various input garnered in the development of this draft.

Comments from the Committee included:

- a. The need to have clear lines of coordination with services that may not be funded by the One-Stop mandatory partners, but nonetheless, provide vital services for workforce efforts such as the Department of Health and Family Services programs and significant County efforts;
- b. Clarity on physical co-location requirements versus cooperative agreements such as the Temporary Assistance to Needy Families program which is a mandatory One-Stop partner designated by the Governor;
- c. The need to have an understanding of the impact of these proposed changes on the current system. What will the "system" look like if these proposals were implemented in the next six months and what is DWD's vision for the future workforce system in terms of services provided, partner involvement, etcetera? Mr. Clingan stated that he would be glad to share with the Committee some of the discussions and thoughts on how a job center should look;
- d. What are the implications for these in terms of funding, and how can they be measured for compliance?

There was further discussion including WOW representatives expressing concern about programs still operating very separately, and that Job Service could be severely affected by these proposals as well as more funding cuts. Mr. Clingan stated that there was not a hiring freeze but that because there were less funds available from the federal government than in the past, the Department has not been able to fill the vacant Job Service positions. Mr. Ruud requested DWD staff to provide all of the public comments to the Committee, and proposed a mechanism for the Committee's input given the November 21, 2005 DWD two week turn around deadline. **It was agreed by consensus that the Committee members would provide individual comments to Mr. Denis by the deadline date, and a December 9, 2005 Committee agenda item would be to review the public comments.**

Revised Agenda Item #5:

Ms. Reynolds discussed the Draft Wisconsin's Job Center Service Standards and Outcomes document that was published for public review and comment on November 4, 2005. She stated that the general outline remained the same as the previous draft that was shared with the Committee members at their September meeting. Representative Zepnick questioned the use of the term "customer" and suggested a more positive term be used. Mr. Denis explained that a number of different terms, e.g. client, participant, had been used over the years and opinions have changed over time as to what is most appropriate. In response to Ms. Bove's question about how these will be addressed in Job Center contracts and/or memorandum of understanding, Ms. Reynolds stated that this would be addressed in the local plans with the second phase of this process starting in late December. Mr. Ruud stated that it would be useful for these documents to identify what is actually mandated in federal and state law/regulations, and what items are DWD requirements.

Revised Agenda Item #6:

Mr. Denis updated the Committee on the credentialing program. He stated that DWD has had training at the recent Dislocated Worker and Job Center Roundtables, and referenced the ten National Association of Workforce Development Professionals competency areas.

Revised Agenda Item #7:

Ms. Billups summarized the activities of the Baldrige Express Grants that are in full implementation with six WDBs.

Other Items:

1. Representative Zepnick praised the Wisconsin Jobs 2006 brochure and suggested these be provided to DPI and other educational entities as part of a student's occupational assessment.
2. Mr. Rouse may have questions of Ms. Colussy on the WIA Reauthorization position paper so this was deferred to a meeting when she is available to attend.
3. Mr. Clingan stated that DWD intends to put together a calendar of anticipated events and required reporting timelines so that the CWI could schedule for more effective input into DWD's activities. Mr. Ruud reinforced this notion so that the Committee would have adequate time to review and provide guidance on material. He also asked whether DWD has identified best practices in a number of key areas of workforce issues (e.g. referrals among partners) as part of this DWD timeline of activities?

The meeting was adjourned at 11:15 a.m.