

Approved
COUNCIL ON WORKFORCE INVESTMENT

Workforce System Development Committee
Madison
June 3, 2005
MEETING MINUTES

Members Present:

Business Co-Chair: Joseph Gilles, CEO, Wausau Insurance, Wausau; *Non-Business Co-Chair:* Tina Koehn, VP of Administration, UMOS, Menomonee Falls; Thomas L. Burse, President, Buveck Consultants/ Construction Managers, Milwaukee; Kathleen Hinze for Christopher A. Ruud, Executive Vice President, Ruud Lighting, Racine; Fredi Ellen Bove, for Secretary, Wisconsin Department of Health and Family Services; Donald L. Rouse, retired Vice President Corporate Operations, Kohl's Department Stores, Hartland; John Scocos, Secretary, Wisconsin Department of Veterans Affairs; Georgann Stinson, VP of Operations, General Converters & Assemblers, Racine; Conor Sabatino for Representative Zepnick.
DWD Liaison Bill Clingan, Division Administrator.

Members Absent: Kathleen Drengler, Matthew Frank, Donald W. Layden, Jr.; Sally Peltz, David Vierthaler.

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

Others Present at the Committee Meeting: Sheryl Billups and Theola Carter, CWI; Connie Colussy and Dianne Reynolds, Bureau of Workforce Programs, DWD; Sheila Knox, Job Service- Milwaukee; Diane Knutson, Job Service- WOW/Southeast; Anthony Hardie, Veterans Affairs; Teresa Barch, WWDA; Dave Wilson, Private Industry Council of Milwaukee County, Inc.; Christina Martinez, UMOS; Francisco Sanchez and Michael Mortell, WOW WDB; Bob Borreman, SWWDB; Sally Cutler, NCW WDB; Dale Hopkins, SCW WDB; Jerry Hanowski, WW WDB; Dick Best WCW WDB; Paul Linzmeyer, CWI Chair.

Agenda Item # 1

The motion to approve the minutes of April 22, 2005 was moved by Mr. Rouse, seconded by Ms. Koehn, and unanimously adopted.

Agenda Item # 2

Ms. Billups presented the Executive Committee's actions approving the proposals that the Committee reviewed at their March 4th and April 22nd meetings including the National Credentialing for Workforce Development Staff (\$22,000/\$2,000 per WDB); Workforce Development Board Baldrige Express Self-Assessment (\$27,500/\$2,500 per WDB); and Milwaukee Workforce Development Landscape (\$60,000). It was also announced that the Wisconsin Regional Partnership Program Guidelines have been issued.

Agenda Item # 3

Ms. Koehn introduced the proposed charge of the sub-committee. She stated that planning and strategizing among all of the active workforce partners to have a consistent vision, better coordination and collaboration and to address other issues would be most

beneficial for the Milwaukee area. Mr. Gilles stressed the importance of having a status report for each Committee meeting, and making it inclusive. There was discussion based on Mr. Rouse's question about regional and workforce development area boundaries as to the impact on performance and funding issues.

Action: A motion was made by Mr. Rouse, seconded by Ms. Koehn, to approve the composition and charge of the *Ad Hoc* Committee. The motion was unanimously approved. The composition of the *Ad Hoc* Committee is Georgann Stinson; Don Rouse, Thomas Burse, Josh Zepnick and Tina Koen as voting members and Bill Clingan, DWD Committee Liaison as a non-voting member.

Agenda Item # 4

Ms. Colussy summarized the timeline of the Workforce Investment Act State Plan 2005-07. She stated that the Plan addresses a system to be more demand driven including further emphasis on: career guidance to have customers understand high-growth and high-demand industries in their areas; business services which is a way to attach the employers with the customers; targeting those employers with higher wage jobs by informing the job seekers; requiring WDBs to spend at least 35% of their funds on training for high wage jobs; strengthening the workforce system that would be accomplished through the funding of Baldrige Self-Assessment and national credentialing for workforce development staff; Job Center classification system whereby DWD will only put resources into centers that meet the criteria for comprehensive and satellite centers. Ms. Colussy stated there will be two work groups that will develop the definitions of comprehensive and satellite and Job Center business service standards.

Ms. Koehn announced that UMOS received a National Pilot Grant to provide a major financial literacy project which would be complimentary to DWD's efforts. Mr. Gilles raised the issue of DWD providing clear rationale as to why they would have comprehensive versus satellite centers, rather than simply list a set of standards. He stressed the need to provide statewide guidance as to what kind of structure they ought to have in their areas along with the recognition of local nuances. The WDB Directors noted that area leaders have a large impact on the number and services provided in Job Centers, and therefore, were concerned about a state-wide list of criteria. Discussion also related to the availability of resources that in effect guide how many centers and the levels of services. Mr. Gilles stated that DWD needs to have a statewide strategic plan that actually has specific benchmarks to measure improvements of the "system." Mr. Linzmeyer added that the Technical College and University System Presidents need to discuss these issues with the CWI and the Governor. As the Chair of the Bay Area Workforce Development Board, he stressed the need for definitions and better guidance from the State (DWD/CWI) notwithstanding the complications of roles at the local level. Ms. Koehn asked if the Committee could work in cooperation with the workgroups to develop the standards, but Bill Clingan did not know if that would be feasible. Mr. Burse stressed how vital it is to have this process legitimized, and have the proper stakeholders involved, in order to be able to defend the outcomes of these work groups given that their products would have significant implications statewide.

Agenda Item # 5

Ms. Reynolds circulated a chart on the organization of the DWD Bureau of Workforce Programs where the Local Program Liaisons (LPLs) are housed and a map of the WDAs they cover. She summarized the LPL's role that includes: work directly with the Workforce Development Boards to ensure compliance with programs and procedures and quality services are being provided; review local plans; along with policy staff, data

validation to ensure case files are in order, help implement corrective action plans; fiscal monitoring along with other DWD staff; attend local WDB and case management meetings; recertification of WDBs with policy staff; monitor performance levels locally; formal annual on-site monitoring plus a desk review; and two dislocated worker programs. In response to a question on performance measures, Ms. Reynolds stated that negotiations at the State got approved by DOL and those will now be addressed for each WDA performance. Mr. Gilles asked if any of these monitoring tools could be part of the metrics project by Joel Rogers and used for CWI efforts.

Agenda Item # 6

Mr. Francisco Sanchez stated that most of the WDAs have business services, and that WOW started in 1994 with the DOL funded project in conjunction with Milwaukee and Kenosha. Mr. Michael Mortell discussed in detail their program, and circulated a Business Services packet that is provided to WOW's employers. It identifies services that they could provide with a fee-for-services charge which has allowed the funding of other services beyond the program silos. WOW's Business Representatives are primarily from the private sector so they are well able to assist employer on how to hire, train, retain and expand their businesses. He stated this is vital to speak to the private sector without the jargon of government or programs. The employers also participate with WDB planning and providing information for grant applications. WOW partners with local newspapers that publish specialty job fair events and other partnership examples. Finally, they presented information on the pilot project to contract with a staffing company for successful placement activities.

Agenda Item # 7

Mr. Gilles stated that the Committee's revised work plan was reflected in the Objectives and Strategies chart, and that the list of draft next steps would be discussed further as part of "Action Steps." He stated that the themes came from review of the minutes and public input summaries. There was discussion about metrics, the process for the allocation of funds and infrastructure costs. Mr. Rouse, Ms. Stinson seconded, made a motion to approve the document that was unanimously adopted.

The next meeting's agenda would include:

Discussion of next steps

Ad Hoc Committee Report

Background information will be provided on the CWI State Interagency (staff) Team.

The meeting adjourned at 11:55 a.m.