

AGENDA ITEM # 1

Approved COUNCIL ON WORKFORCE INVESTMENT

Workforce System Development Committee Marathon County Job Center July 28, 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; Christopher A. Ruud, Executive Vice President, Ruud Lighting, Racine; Kathleen Drengler, Manager of Training and Development, Greenheck Fan Corporation, Wausau; Fredi-Ellen Bove for the Secretary, Wisconsin Department of Health and Family Services; Jessica Clark for the Secretary, Wisconsin Department of Corrections; Donald L. Rouse, retired Vice President Corporate Operations, Kohl's Department Stores, Hartland; Andrew Schuster for the Secretary, Wisconsin Department of Veterans Affairs; Georgann Stinson, VP of Operations, General Converters & Assemblers; Racine; State Representative Josh Zepnick; Sue Gleason, CWI Liaison, for Bill Clingan, Wisconsin Department of Workforce Development.

Members Absent: Donald W. Layden, Jr., Sally Peltz, David Vierthaler.

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

Others Present at the Committee Meeting: Dianne Reynolds, Bureau of Workforce Programs, DWD; Teresa Barch, WOW WDA; Sally Cutler NCW WDA; Kim Palmeroy, DVR.

Prior to the meeting, Committee members were provided with a tour of the Marathon County Job Center by Sally Cutler, Executive Director of WDA #6 and staff Mary Palmer, Charlie Sparr, Gary Albrecht and Helene Goebel.

Agenda Item # 1 June 3rd Minutes

Ms. Bove moved, seconded by Ms. Koehn, to approve the June 3, 2005 minutes. The motion unanimously passed.

Agenda Item # 2 Status Report of Ad Hoc Committee

Ad Hoc Chair, Mr. Burse, thanked Ms. Koehn for hosting the Committee meetings at UMOS's Milwaukee headquarters, and summarized the activities to date of the *Ad Hoc* Committee: The Committee met on June 27th and agreed to hold 3 listening lunch sessions with a wide-range of workforce partners in August with a small group of invitees based on these categories (1) Workforce Programs and Partners, (2) Employers, Economic Development and Labor, (3) Funders, Foundations and Civic Entities. To assist in focusing the dialogue, the identified themes for the sessions, consistent with the full Committee's priorities, are: Leadership within the community and among the Workforce Development Board; Collaboration/coordination with workforce partners and external entities for effective service delivery; Alignment of common goals; Overcoming "silo-program" funding; Linkages to economic development initiatives and labor market projections; Joint local and regional planning. Mr. Burse also reported that the UWM grant agreement was approved by the Committee, and that a UWM representative will be attending every meeting. They are working collaboratively with DWD staff to gather stakeholder information. The Committee provided comments to UWM's draft survey questions that will be used for their stakeholder interviews. This will be the formal way the Committee will gather input from a variety of workforce partners.

AGENDA ITEM # 1

Mr. Burse listed the invitees for the listening sessions, one person per entity:

Workforce partners and providers: Private Industry Council of Milwaukee, Inc.; Milwaukee Job Service; YWCA; United Migrant Opportunity Services, Inc.; Maximus; Milwaukee Area Technical College; Vocational Rehabilitation; W-2/TANF; Department of Corrections; Urban League of Milwaukee.

Employers, Economic Development and Labor: PIC Workforce Development Board Chair; Wisconsin Regional Training Partnership; Manpower; Wisconsin AFL-CIO; Metropolitan Milwaukee Association of Commerce.

Funders, Foundations and Civic Entities: United Way; Helen Bader Foundation; Greater Milwaukee Foundation; Community Development Block Grant Office- City of Milwaukee; Annie E. Casey Foundation; Making Connections; Greater Milwaukee Committee; Mayor's Workforce Committee; Milwaukee County Executive Office.

The Committee discussed how to facilitate the *Ad Hoc* Committee's work. The expectation for the next full Committee meeting on September 16th in Green Bay is a report on the summary of the listening sessions with proposed next steps for Committee discussion as well as an update on UWM's progress. Mr. Rouse wanted to ensure the involvement and advice of the Private Industry Council of Milwaukee, Inc., and the *Ad Hoc* Chair agreed to contact Mr. Randall directly for his attendance at the August 8th session. Ms. Williamson stated that she also would be personally contacting all of the invitees to confirm attendance. It is anticipated that draft recommendations would be presented to the full Committee at the December meeting.

Agenda Item # 3 Updates on Previous Topics

Background material was provided on the staff State Interagency Team (SIT) and updates on the projects previously endorsed by the Committee (Workforce Development System Staff Credentialing and the Workforce Development Board Baldrige Express Self-Assessment). Ms. Gleason added information on the membership and activities of the SIT. There was discussion as to how best connect SIT activities with the Committee where appropriate. Committee members expressed concerns about the lack of progress to date, the projected roll-out timelines for full implementation and accountability of the two CWI/WIA funded projects. **The Committee consensus was to have a standing update memo in the meeting packet summarizing SIT activities and the progress on the staff credentialing and Baldrige Express projects.**

Mr. Gilles reported that the joint effort with the Council Vice-Chair to develop an overall metrics was still in progress. He stated that the scorecard would be a high-level snapshot of trends tied to the economy for all eleven WDAs. The second product would be the Committee's work to develop a workforce system dashboard.

Agenda Item # 4 DWD Items

Ms. Reynolds reported on roll-out activities from the Workforce Investment Act State Plan including:

a. The creation of the Job Center Services Standards and Outcomes Workgroup that includes a variety of partners: DWD staff, Job Center staff, WDB representatives (Sally Cutler, Beth Norris), Job Service, DVR, W-2, Technical Colleges. The charge to the workgroup is to develop a document defining the services job seekers and employers can expect regardless of which Job Center they visit. The original Job Center Standards were adopted by the Governor's Council and issued in 1999. Work was started but never finalized in 2003 to update the standards. The workgroup's first meeting was held on July 8, 2005 with another meeting scheduled for August 2nd to start developing the document outlining the Job Center Services Standards. They will have a teleconference on August 26 and a half day meeting on September 12. Their work will be coordinated with the workgroup that Gary Denis is leading to define

AGENDA ITEM # 1

standards for Comprehensive and Satellite Job Centers. The workgroup expects to complete their work by October.

b. The creation of the Comprehensive and Satellite Job Center Site Workgroup was established to further clarify and operationalize the requirements that WDBs would use to classify job centers. The workgroup consists of representatives from the Division of Vocational Rehabilitation, the Job Service (both central office and local representatives), the Workforce Development Boards, Job Center Managers and state staff. The first meeting will be in early August. A product is anticipated to be completed by September 30th.

c. The development of training for Job Center staff on financial literacy skills that is part of a WIA service if appropriate for the customer will be in 3 tiers:

Level #1: Resource Room Training consisting of 6 hours instruction regarding self-assessment tools and appropriate referrals.

Level #2: Case Worker Training consisting of 12 hours instruction regarding money/debt/credit management, credit education and investor education.

Level #3 Workforce Development Managers Training consisting of three hours of instruction regarding data and research, collaboration with current programs/projects and funding resources.

All training will be digitally filmed and turned into a DVD training tool.

d. Finally, Ms. Reynolds reported that the W-2 competitive grants will be due July 29th to DWD.

In response to Committee member's requests to review and comment on the Workgroup's draft products, Ms. Reynolds stated that the workgroups would make recommendations to the Department and then provide time for some type of public review and comment. Committee members expressed the need to be involved in the process as well as to be a part of shaping recommendations as it relates to their Objectives and Strategies. In addition, the outcomes of these workgroups will also influence the Committee's work on how best to invest State dollars and target federal dollars including incentive funds as part of this flexibility. They also emphasized the need to have statewide uniformity as well as flexibility, and the importance of funding as a strategic step. There was a strong concern to have statewide standards for accountability while at the same time allowing for anomalies pertinent to a particular area. The Committee asked whether the workgroups would address co-location issues of the required seventeen WIA partners. In addition, the Committee agreed that an assessment of the impact of the Workgroup's recommendations and a GAP analysis (and "desired" gap by WDA to make certain the intended result is what is desired) would be essential before implementation. In addition, they believe it is vital to correlate the draft recommendations of both workgroups and reconcile any variances. Finally, as part of that road map, the Committee wanted to emphasize the need for the workgroups to get feedback from all of the stakeholders to ensure that proposed variations accommodate individual partner's and area's needs.

It was agreed that the Committee's discussion would be communicated from the Co-Chairs to Ms. Colussy, Director, Bureau of Workforce Program, who established these workgroups. After further discussion, Representative Zepnick, seconded by Mr. Ruud, moved that the Comprehensive and Satellite Job Center Site Workgroup and the Job Center Services Standards and Outcomes Workgroup report to the Committee on their findings, and provide time for the Committee to review and make recommendations, prior to the final endorsement and implementation by the Department of Workforce Development. The motion unanimously passed.

AGENDA ITEM # 1

Ms. Gleason, CWI Liaison, reported on several items:

a. They are anticipating 7 applications for the Growing Region Grants that will have a very rigorous review process. The Executive Committee will be addressing decisions with the new 2005 program year funding.

b. The Governor announced that September is Workforce Employment month with events around the State. SIT will be discussing the calendar along with the State Department Secretaries and Executive assistants, and that will be sent to all CWI members.

c. A \$250,000 grant from the Joyce Foundation is providing activities by the Center on Wisconsin Strategy (COWS) to connect workforce development efforts with employers. The Committee was interested in hearing more about this project at a future meeting.

d. The CWI Chair, Co-Chair and CWI Liaison, met the DWD Secretary, the Presidents of the UW and Technical College Systems, a member of the UW Board of Regents, Lee Raasch, President, Western Technical College and Chair of the Technical College Presidents Association (and CWI member) and two of the Governor's staff to discuss public systems alignment and regional economic drivers.

It is anticipated that a similar group to include Commerce and DPI would meet in about 6 weeks.

e. Lastly, Ms. Gleason reported on the status of regional metrics that staff from DWD Office of Economic Advisors and COWS have been working on related to economic indicators. The Committee discussed the vision for this, and discerned that there would be a separate scorecard/dashboard for workforce system issues by WDA. Another study that COWS is working on regarding the cost of low wage jobs to the system and the workforce system standards could potentially fit into the benchmarks that are being developed. The ultimate outcome is for the workforce development region to improve the economy of the region while at the same time serving individual customers (employers and prospective employees) with the various program's funding. It was emphasized that there needs to be flexibility in the benchmarks to account for the fact that the workforce system design will at times need to be redirected based upon changing indicators.

Agenda Item # 5 Local and State Performance Measures

Ms. Cutler, Director NCWWDB, walked through the metrics her Workforce Development Board uses to keep track of needed improvements and successes. Ms. Reynolds circulated the Workforce Investment Act performance measures for dislocated workers, adults, and youth as well as customer satisfaction for job seeker and employer customers. She also discussed the new "common measures" that were originally intended to be applicable across federal agency programs. She stressed that the performance measures are not to be used for day to day management of programs, but rather an historic look at the performance by WDBs, and is a required reporting element to the Department of Labor. Ms. Drenkler asked how incentive awards and performance levels are integrated with employers? Other Committee members also wanted to know how these activities augment activities of private business, and whether DWD does any measuring of WDB activities on a regular basis given that the performance measure reporting is a rear view mirror approach. The Committee discussed further the need to have a standard monitoring tool that integrates economic factors as well as a predictive focus on workforce issues such as sustained employment and career ladder successes. There was additional discussion about the need to statistically monitor the "system" at a forward high-level glance. The Committee requested a quick glance summary of the performance measures of the other major workforce programs for their next meeting.

Agenda Item # 6 Action Steps Related to the Committee's Objectives and Strategies

The Committee reviewed the Action Steps under D, E, F of the Objectives and Strategies from the draft report to the Governor. **Representative Zepnick, seconded by Mr. Rouse, moved to approve the action steps with the caveat that there would be additions and edits over time. The motion was unanimously adopted. By consensus, the Committee agreed to add to the list and put the action steps in priority order at their next meeting.**

AGENDA ITEM # 1

Additional items that were put on the table included: (a) Adding an action step to address "how to effectively fuse funds into the system" and "explore foundation and business entities;" and; (b) How to better address the Committee's connection with WAJTE. The WAJTE Position Paper on WIA Reauthorization was circulated by Mr. Rouse. Ms. Gleason noted that this would be brought up for discussion either at the CWI meeting or the Committee meeting in September along with DWD information.

The next meeting agenda will include:

Minutes of 28 July - Action Item

Report on Summary of *Ad Hoc* Listening Sessions and Discussion of Next Steps

Review and Comment on Drafts from the Job Center Services Standards and Outcomes

Workgroup and the Comprehensive and Satellite Job Center Site Workgroup - Action Item

Additional Committee Action Steps and Prioritize - Action Item

Executive Committee Report

Update on Economic Metrics and Workforce Dashboard

Possibly discussion of Background Material and WAJTE WIA Reauthorization Position Paper

Background material will include:

Progress Report Summaries on WDB System Staff Credentialing Grant, Baldrige Express Grant and SIT activities

High level Inventory of Program Performance Measures

Summary of Impact on State Budget for DWD and Major Programs

WAJTE WIA Reauthorization Position Paper

Information on the \$250,000 grant COWS/Joyce Foundation

Mr. Burse moved, seconded by Representative Zepnick moved to adjourn at 1:57 p.m. which was passed unanimously.