

Agenda Item # 1
APPROVED Pending Approval
COUNCIL ON WORKFORCE INVESTMENT
Workforce System Development Committee
August 16, 2006

MEETING MINUTES

Members Present: Business Co-Chair; Christopher A. Ruud, Executive VP, Ruud Lighting, Racine; Co-Chair Tina Koehn, Vice President 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 the Secretary, Department of Workforce Development; Kathleen Drengher, Manager, Greenheck Fan Corporation; Donald L. Rouse, retired Vice President Corporate Operations, Kohl's Department Stores, Hartland; Georgann Stinson, Vice President, General Converters and Assemblers, Racine; Josh Zepnick, State Assembly Representative, Milwaukee.

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

Others Present: Sue Gleason, Dianne Reynolds, DWD; Mike Mortell, Teresa Barch, WOW WDB.

Mr. Ruud called the meeting to order at 9:00 a.m.

Agenda Item #1 Minutes:

Mr. Rouse moved, seconded by Ms. Drengher, to approve the May 3, 2006 minutes which were unanimously adopted.

Agenda Item # 2 *Ad Hoc* Milwaukee Committee:

Mr. Clingan presented a progress report on the activities in the Milwaukee and regional area related to the CWI Committee's recommendations that were submitted to the Governor. He highlighted key movement in issuance of new grants, facilities consolidation and infrastructure changes, programs changes with new opportunities, and filling a vacancy to provide staffing capacity. [For details refer to Agenda Item # 2 Status Report] Mr. Clingan stressed that this is an evolving process, and believed there has been positive progress, **including Job Service and the Division of Vocational Rehabilitation moving into the same locations as W2 agencies, and \$75,000 was given to the Milwaukee Mayor's office for a coordinator position that will be responsible for assisting in achieving the Committee's recommendations for the employment and training system.** The Committee members expressed appreciation for DWD's efforts to date. In response to Mr. Ruud's question regarding measuring "economic growth" and using labor market data, Mr. Clingan agreed that the whole system needs to be restructured to be "smarter" to ensure success for employers and job seekers.

In response to several concerns about Committee involvement in the Milwaukee leadership team and implementation steps, Mr. Clingan reassured the Committee that they will be included throughout this process. Ms. Gleason reinforced that by stating she views the Committee as being able to put a critical eye on these efforts. Another discussion was on the importance of Milwaukee's Job Centers having an integrated front-end coordinated system and needing a revamping at that front-end so that customers are positively treated and effectively served. There was further dialogue with specific points on needing the Private Industry Council's activities and Workforce Investment Act (WIA) Title I local plan to be in sync with these efforts and making visible to partners customized training activities ensuring family-supporting wages. The Committee requested that a status report continue to be on their future agendas.

Agenda Item # 3 Update on Coordination with Workforce Strategies Committee:

Mr. Ruud reported on the conference call between the two Committee's Chairs and Co-Chairs. They discussed the level of participation of Committee members. Mr. Ruud sent a communication to the CWI Chair on that matter which will be on the September Executive Committee meeting agenda. He also stated that they compared notes as to where each Committee was at regarding their respective "metrics" assignments. Finally, Mr. Ruud noted that these meetings are very fruitful and will continue on a quarterly basis.

Agenda Item # 4 Joyce Foundation Grant Application and WIA Incentive Grants:

Ms. Gleason noted the material she sent under separate cover regarding the Joyce Foundation grant submitted by DWD will focus on state-level policy and systems changes to address the low-skill/low-wage environment with the goal toward family-supported wages. She stated the multiple strategies toward attaining that goal. The Joyce Foundation gave a preliminary endorsement for Wisconsin's proposal. Ms. Gleason reported that DWD will be proceeding with further research and development for this grant with final awards being decided November 30, 2006. Secondly, Ms. Gleason reported on the Department of Labor Incentive Grants that are awarded because a state has met or exceeded their WIA Title I performance goals. She stated that \$714,000 in incentive dollars will be distributed based on a request for proposal that emphasizes three categories: Youth activities in advanced manufacturing connected with the Career Pathways Model; Adult/dislocated worker or incumbent worker. Mr. Ruud expressed concern about the oversimplification of targeting industries and asked what the definition is for "industry-driven career pathways." Mr. Clingan stated that more details do need to be worked out on this and DWD wants to take the cues from employers around these issues to make sure that Wisconsin's economy is working with businesses that are thriving. Ms. Gleason identified what was working well at South Central where there is an emphasis on targeted industries and training in workplace skills. Mr. Zepnick wanted to have these efforts coordinated with the Department of Corrections (DOC) re-entry efforts. Ms. Bove echoed that and provided an example of the Department of Health and Family Services project with DOC for female re-integration with family/community/employment efforts. Mr. Burse also emphasized the need to have these grant projects embrace diversity. After a lengthy discussion, Mr. Ruud summarized the Committee's comments by encouraging DWD to have these grants be part of a consolidated effort toward the CWI's goals and infrastructure changes.

Agenda Item # 5 Discussion of Preliminary Draft Recommendations:

Ms. O'Brien explained that staff initiated the input requested by the Committee via an email communication to the WIA Title I partners statewide field staff and Mr. Clingan forwarded similar emails to central office staff. A summary of that input will be provided for the September 22, 2006 Committee meeting. For recommendation on front-line intake, Mr. Mortell walked through their intake form that they use as a triage process for first-time customers. He suggested that rather than the Committee focusing on a common intake form that has loaded system issues as well as IT needs, the recommendations address a uniform orientation/introduction to job centers with common principles. He noted the historical efforts of having a statewide intake form, and stressed that the local job centers should define their own service delivery approach unique to the needs of their customers. Mr. Ruud stated that he wants the Committee's recommendations to be helpful that would put in place a "scope creep" process with standards whereby there is a positive customer perception and response to the customer's needs along with what really needs to happen behind the scenes among all of the partners in order to streamline the current cumbersome process. Ms. Koehn reinforced that concept by emphasizing the need to readjust the front-end of the system as well as developing a process that would be welcoming new partners. There was a discussion of the employer as a "customer" and the need for a common assessment system to make sure there are successful outcomes of system changes. Mr. Ruud requested that more time be spent at the next meeting discussing the other draft recommendations for further refinements.

The meeting adjourned at 10:30 a.m.