

**DRAFT - Pending Approval**  
**COUNCIL ON WORKFORCE INVESTMENT**

**Workforce System Development Committee**  
**December 9, 2005**  
**Concourse Hotel**  
**Madison, Wisconsin**

**MEETING MINUTES**

Members Present: Business Co-Chair; Christopher A. Ruud, Executive VP, Ruud Lighting, Racine; *Co-Chair*: Tina Koehn, VP of Administration, UMOSS, Menomonee Falls; Fredi-Ellen Bove for the Secretary, Wisconsin Department of Health and Family Services; Thomas L. Burse, President, Buveck Consultants/Construction Managers, Milwaukee; Donald L. Rouse, retired VP Corporate Operations, Kohl's Department Stores, Hartland; State Representative Josh Zepnick; Andrew Schuster for the Secretary, Wisconsin Department of Veterans Affairs.

Members Absent: Jessica Clark, David Vierthaler, Bill Clingan, Kathleen Drengler, Georgann Stinson.

Committee Staff Present: Linda Williamson, Mary Pasholk.

Others Present at the Committee Meeting: Sue Gleason, Council Liaison; Joel Rogers, Council Vice Chair; Connie Colussy and Dianne Reynolds, Bureau of Workforce Programs, DWD; Francisco Sanchez and Teresa Barch, WOW WDB; Teresa Pierce, Workforce Connections; Mary Lu Gerke, Gunderson Lutheran, La Crosse; Beth Norris, Southeast WDB; Enid Glenn, Division of Vocational Rehabilitation, DWD; Jerry Hanoski, Western Wisconsin WDB; Steve Terry and Doug Moquin, Northwest Wisconsin WIB, Inc.; Dick Best, West Central WDB; Jennifer Riggbach, UW-Milwaukee; Patricia Schramm, South Central WDB.

Mr. Ruud called the meeting to order at 12:35 p.m.

Agenda Item #1:

Mr. Rouse, seconded by Ms. Bove, moved to approve the minutes of November 14, 2005. Motion passed unanimously.

Revised Agenda Item #2:

Mr. Sanchez provided a report on the Southeast Wisconsin GROW Grant. The effort to coordinate regional activities began in January 2005 with a meeting of the WOW/Milwaukee Coordination Committee and key local business leaders. In July the WOW, Milwaukee and Southeast Workforce Development Areas submitted "GROW Southeastern", a joint proposal to coordinate regional workforce and economic development activities. The City of Milwaukee also submitted a GROW grant application that included the Wisconsin Regional Training Partnership and focused on central city workers. The total amount requested by both proposals was approximately \$302,000. In September the CWI approved an award of \$150,000 to a Southeast Wisconsin collaborative project that will combine the major elements of both proposals. In October the WOW Workforce Development Board approved \$25,000 in funding to the Waukesha County Economic Development Corporation to (1) assist in providing linkages to the regional economic development community in southeast Wisconsin, and (2) facilitate selected discussions in forming and implementing partnership outcomes. The leadership team, consisting of the three Workforce Development Area directors and a representative from the

Milwaukee Mayor's office, have met twice to discuss a strategy for merging the two proposals into one comprehensive plan. A third meeting will include representatives from K-12 education, economic development, technical college, UW-Milwaukee, and DWD Office of Economic Advisors. Elements of the plan will most likely include development of local WIA plans that include common, clearly identified regional strategies; regional donor's conference convened by the Milwaukee Mayor's office to secure public, private and philanthropic sector commitments; action-oriented discussions with regional stakeholders facilitated by local economic development leaders; development of a regional economic report to identify short- and long-term objectives for the region; and alignment with the 7-county Regional Economic Partnership. A revised plan is due to DWD by December 31, 2005. The Governor recently selected the Southeast Wisconsin region to participate in the application process for a 3-year, \$15 million DOL initiative known as WIRED (Workforce Information in Regional Economic Development). A proposal will be submitted January 5, 2006 that expands on the efforts of the GROW Region by Region team.

#### Revised Agenda Item #3:

Mr. Burse reviewed the *Ad Hoc* Committee's Deliverables timetable. The *Ad Hoc* Committee will meet on Thursday, January 26, 2006 in Milwaukee. The UW-Milwaukee will give a PowerPoint presentation and present their report to the committee. People who should be invited to the January 26<sup>th</sup> meeting include Paul Linzmeyer, Chair of the Council on Workforce Investment; Julia Taylor, Greater Milwaukee Committee; Gerard Randall, Director of the Milwaukee PIC; General Cocroft; Chair of the PIC's Job Center Committee; the Milwaukee Mayor's office, and the Wisconsin Regional Training Partnership. **Ms. Bove asked that the meeting materials from that meeting be circulated to the Workforce System Development Committee after January 26<sup>th</sup>, which was agreed to by consensus.** There was discussion about the plans to hold a press conference in early February about the *Ad Hoc* Committee' recommendations. The press conference will be run through the CWI and should be a positive message that talks about partnerships, education, and public outreach. A comment was made that perhaps the press conference should be expanded to include the GROW grant and the regional economic development initiative. **Mr. Ruud recommended holding the press conference on March 16, 2006, which is the date of the next CWI meeting, scheduled to be held in Milwaukee, which was agreed to by consensus. A timeline for the press conference will be developed at the January 26<sup>th</sup> meeting.**

#### Revised Agenda Item # 4 & 5

Mr. Ruud shared his vision on the Priority Action Steps. Mr. Rogers stated that the Workforce Strategies Committee will come up with what needs to be done and the Workforce System Development Committee will figure out how to do it. Mr. Rogers will write up 3 or 4 matrix items. Ms. Gleason updated the committee on what the Workforce Strategies Committee discussed today regarding regional metrics. She clarified that the Workforce System Development Committee is looking at program measures and suggested expanding the list of measures for the regional matrix, which will be sent back to the full Council. **Mr. Ruud stated that he'd like an agenda item for the February 2006 meeting to be a discussion of the "dashboard" metrics, including the Workforce Strategies Committee outcomes and Mr. Rogers' comments.** Ms. Bove requested that the following items be added to the matrix: (1) number of employers offering health insurance, (2) number of employees receiving employer-sponsored health insurance, and (3) pensions. **Motion by Representative Zepnick, seconded by Mr. Rouse, to approve the Priority Action Steps.**

Revised Agenda Item #6:

Ms. Colussy discussed the public comments received on the proposed Job Center Service Standards and Criteria for Certifying Comprehensive Job Centers. Five technical colleges and 23 additional partners responded and provided extensive comments. The documents were shared with other entities for input as well. Meetings are going on within DWD to discuss the comments. Discussions regarding amending the standards and criteria are taking place and proposed changes will be discussed with Mr. Clingan and Secretary Gassman. The standards and criteria will become part of the WIA Local Plan, Part 2 which will be due back to DWD at the end of March 2006. Ms. Colussy stated that the top two items receiving comments were (1) Non-traditional hours, and (2) partners locating in Job Centers, especially technical colleges. There has been pushback on a number of items. Currently no Job Centers meet all of the proposed guidelines. Ms. Colussy stated that there are probably not going to be 78 Comprehensive Job Centers in the future, although WDBs may decide to keep non-comprehensive Job Centers open. (Opening and closing Job Centers is the responsibility of WDBs). **Mr. Ruud requested that copies of the WIA Local Plan, Part 2 be provided to the Committee. Mr. Ruud asked Ms. Colussy to bring a list of issues she can't fix herself (such as funding issues) to the committee.** Mr. Rouse asked what the funding implications are for a Comprehensive versus a Non-Comprehensive center? Ms. Colussy said DWD will fund what resources allow; hopefully at least one Comprehensive Job Center in each WDA, since this is what WIA requires. The group reviewing the comments is talking about the differences in types of access points. Job Service is working on a staffing pattern. Information Technology (IT) support would be provided to Comprehensive centers, and to the extent possible, to non-Comprehensive centers. Mr. Rouse asked, "What if DWD is not paying for IT?" Ms. Colussy responded that the WDAs need to think about other funding sources to keep centers open. Mr. Best stated that the Standards will need to go beyond WIA and that other entities need to also comply and share accountability with WIA.

Revised Agenda Item #7:

The written status reports on Credentialing, Baldrige, and the State Interagency Team were distributed.

Returned to Revised Agenda Item #4

Mr. Ruud led the discussion on Priority #1. Mr. Ruud stated that a recommendation is needed to alter the funding stream. We need to look at who is providing financial support to the system, and how, using the main funding streams from Laura Dresser's presentation, and plugging in other pieces. Ms. Bove stated that we should flag any state or federal statutory constraints for each funding source. Ms. Gleason stated that a lot of time has been spent determining what fund sources does the One-Stop have this year, and where does it come from? **Ms. Bove suggested a grid with the funding sources and what can it be used for, plus any federal or state constraints, which was agreed to by consensus.** Ms. Schramm stated that her WDA has a One-Stop funding spreadsheet with that type of information, and that two other WDAs use something similar. Ms. Colussy stated that something similar will be required in the WIA Local Plan, Part 2. Mr. Rogers mentioned a Department of Commerce document that inventories funding streams. Mr. Best asked about the state-level "Inventory of Workforce Education and Training Programs" previously issued by DWD. Mr. Rouse asked "How do you know all the money that is coming into the WDB and what it is spent on?" **Mr. Ruud requested the DWD document for the February meeting. Ms. Bove asked, "Are we asking staff to develop an inventory?" The consensus was "yes". Mr. Rouse stated that he will go to the W-O-W WDB and ask for their funding information.**

Motion by Mr. Rouse, seconded by Ms. Koehn, to adjourn. The meeting was adjourned at 2:45 p.m.