

Governor's Council on Workforce Investment

Workforce System Development Committee

**Meeting Notice
Friday
June 3, 2005
10:00 a.m. - 11:45 a.m.
at the
Concourse Hotel
1 West Dayton Street
Madison, WI
(608) 257-6000**

AGENDA

- 1. Approval of the April 22, 2005 Minutes - - For Action**
- 2. Status of the Executive Committee Actions on CWI Funding Project Recommendations from the Committee: Joe Gilles/Tina Koehn**
- 3. Approval of the Milwaukee Ad Hoc Committee and Charge - - For Action: Tina Koehn**
- 4. Selected Highlights of the WIA Two-Year Plan including Job Center Strategies: Bill Clingan and Connie Colussy**
- 5. Role of the Local Program Liaisons: Dianne Reynolds**
- 6. Business Services in W-O-W: Fee for Service and Use of a Staffing Intermediary: Francisco Sanchez and Michael Mortell**
- 7. Action on Policy Recommendations Related to Objectives - - For Action**

Coffee, juice and pastries will be available at 9:30 a.m. for the Committee.

For further information, contact Committee staff: Linda Williamson, telephone (608) 261-6394, E-mail: linda.williamson@dwd.state.wi.us

If you have other special needs such as assistance to access materials in an alternate format including large print, or you need an interpreter, please contact Gloria Kirchoff: gloria.kirchoff@dwd.state.wi.us, or call her at (608) 267-2191.

DRAFT PENDING APPROVAL
Workforce System Design Committee
Private Industry Council of Milwaukee County
April 22, 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 Drenkler, Manager of Training and Development, Greenheck Fan Corp, Wausau; Donald L. Rouse, retired Vice President Corporate Operations, Kohl's Department Stores; Christopher A. Ruud, Executive Vice President, Ruud Lighting, Racine; Jessica Clark, for the Secretary, Wisconsin Department of Corrections; Fredi Ellen Bove, for the Secretary, Wisconsin Department of Health and Family Services; Georgann Stinson, Vice President, General Converters & Assemblers, Racine; David Vierthaler, Director, Bemis Operations; State Representative Josh Zepnick.
DWD Liaison Bill Clingan, Division Administrator, DWD.

Members Absent: Donald W. Layden, Sally Peltz, John Scocos.

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

Others Present at the Committee Meeting: Gerard Randall, Dave Wilson, Mark Kessenich, Paul Wechter, Leslie Salas, Mark Thomas, Robert Cocroft, Delores Graves, Private Industry Council of Milwaukee County Inc.; Teresa Barch, Chris Taubert and Francisco Sanchez, WOW WDB; Sally Cutler, NCW WDB; Jim Golembeski, Bay WDB; Judy Heffron for U.S. Senator Herb Kohl; Lois O'Keefe for Congresswoman Gwen Moore; Gloria Pitchford-Trice, Milwaukee Area Technical College; Joel Dresang, Milwaukee Journal-Sentinal; Jim Yudis, James Yudis Associates, Inc.; Dick Buschmann, MCM; Dorothy W. Buckhanan, Goodwill Industries; Pete Kaiser, Mike Irwin and Jim Nitz, Kaiser Group, Inc.; C.J. Brown, Complete Career Center; David Berkley and Jennifer Riggerbach, University of Wisconsin-Milwaukee; Sheila Knox, Job Service; Jerry Stepaniak, Maximus; Connie Colussy, Bureau of Workforce Programs(BWP)-DWD; Theresa Loerke, BWP-DWD; Sue Gleason, CWI Liaison.

The meeting was called to order by Chair Joe Gilles.

Agenda Discussion

Agenda Item # 1: A motion by Thomas Burse, seconded by Kathleen Drenkler, to approve the minutes of February 7, 2005 and March 4, 2005 was unanimously adopted.

Agenda Item # 2: Gerard Randall, CEO, Private Industry Council of Milwaukee County Inc., introduced members of his Workforce Development Board before presenting a PowerPoint on Milwaukee's environment and employment and training issues. There were further questions and discussion with the Committee.

Agenda Item # 3: Bill Clingan, Administrator of the DWD Division of Workforce Solutions, kicked off the discussion on the overview of Milwaukee's Job Center infrastructure, followed by discussion with the One-Stop partners and services providers.

Next Steps (Agenda Item # 4):

It was agreed that a "Milwaukee" ad hoc group be formally established at the next Committee meeting with Ms. Koehn as Chair to (1) Provide oversight of the UWM project; and (b) Identify Milwaukee and regional issues with recommendations to the full Committee. Bill Clingan agreed to participate at the request of the Chair.

Agenda Item # 5: Thomas Burse summarized the UW-Milwaukee's proposal, "Understanding Milwaukee's Workforce Development Landscape." Ms. Riegenbach provided an overall context for this project. She stated that 85 community-based organizations participated in their baseline work. The Committee and members of the audience discussed the purpose of the proposal in addition to the process of CWI funding projects. Mr. Clingan stated that he and his staff would be willing to participate with UWM, such as gathering information, to assist with this project.

The Committee agreed on the objectives of the project:

- (1) A product of a one-stop portal clearinghouse of training/workforce resources in Milwaukee County;
- (2) Analyses of answers [from a joint collaboration with UWM of survey(s)] from past and current partners on specific recommendations to improve the Milwaukee Job Center System to connect employers, training partners and job seekers related to
 - (a) Full partner participation and inter-relationships within the Job Centers;
 - (b) Identification of funding sources, and utilization of funding across programs;
 - (c) The impetus of economic development that ought to drive the system.

Mr. Vierthaler moved, seconded by Mr. Rouse, to recommend to the Executive Committee the funding of the project. After further debate, the motion carried 9-1
(Representative Zepnick)

Agenda Item # 6: Ms. Connie Colussy presented the process for Wisconsin's Workforce Investment Act State Plan that is due to the Federal Department of Labor on May 31, 2005.

The meeting adjourned at 1:35 p.m.

**AGENDA ITEM # 3 For Action
CHARGE for the *Ad Hoc* Committee of the
WORKFORCE SYSTEM DEVELOPMENT COMMITTEE**

BACKGROUND

An informal group of Workforce System Development Committee members from the Milwaukee area organized the meeting held in Milwaukee on April 22, 2005.

At that meeting, the full Committee requested that an *ad hoc* group be formally established at the next Committee meeting with Ms. Koehn as Chair to:

(a) Provide oversight of the UWM project; and (b) Identify Milwaukee and regional issues with recommendations to the full Committee.

MEMBERSHIP

Voting Members: Tina Koehn, Chair

Non-voting Member: DWD Committee Liaison Bill Clingan

CHARGE

The charge of the *ad hoc* committee is to provide:

(A) Recommendations to the full Committee on Milwaukee issues within Workforce Development Area (WDA) #2, including

- Systemic One-Stop Partner Program Collaboration, Coordination and Joint Planning
- Support of Infrastructure and Overcoming Silo-Program Funding Constraints
- Oversight for the "Understanding Milwaukee's Workforce Development Landscape" Project with reports to the full Committee

(B) Recommendations to the full Committee on Regional Issues, including

- Regional One-Stop Partner Program Collaboration and Coordination within the 3 WDAs: # 1 Southeastern Wisconsin, # 2 Private Industry of Milwaukee County Inc., # 3 Waukesha-Ozaukee-Washington Counties
- Joint Regional Planning and Economic Development Drivers among the WDAs # 1, 2, 3

2005 WORKPLAN

July

- Review background material including labor market data; WDB memberships lists and responsibilities; One-Stop partner program inventory and responsibilities in the One-Stop system; Job Center locations;
- Identify core issues for possible future recommendations and next steps

August

- Status of UWM project
- Discuss core issues for future recommendations; identify desired outcomes and/or what will be accomplished by implementing the recommendations

September

- Status report to the full Committee

October/November

- Finalize recommendations

December

- Report to the full Committee for action on recommendations to the CWI

AGENDA ITEM # 7 For Action
CWI WORKFORCE SYSTEM DEVELOPMENT COMMITTEE: OBJECTIVES, STRATEGIES and ACCOMPLISHMENTS

CWI Vision:

Wisconsin invests in its people to provide **QUALIFIED WORKERS FOR QUALITY JOBS**, delivering these investments through an:

- effective and agile workforce investment system that provides career-ladder opportunities,
- resulting in a highly educated, skilled and motivated workforce,
- for a vibrant, globally-competitive economy,
- and an exceptional quality of life for Wisconsin’s citizens.

CWI Mission:

The CWI provides strategic leadership to Wisconsin's workforce investment system by advising the Governor on:

- Preparing the workforce for the future,
- Supporting the changing workplace, and
- Ensuring state and regional economic success.

Committee Mission:

The Workforce System Development Committee supports the CWI mission to ensure state and regional success by

- targeting resources in key growth industries in different regions of the state and
- ensuring a comprehensive, effective and accountable workforce system to deliver the education and training services to achieve the vision.

OBJECTIVES	STRATEGIES	ACCOMPLISHMENTS TO DATE 6/3/05
<p>Objective A: Service Delivery System</p> <p>Increased flexibility and efficiency of Wisconsin's workforce development (Job Center) service delivery system and the quality of services to employers, job seekers and employment and training partners</p>	<p>1: Advise the Governor on a vision for Wisconsin's Job Center System</p> <p>2: Establish a clear mission for the WDAs and regional economic-driven workforce related activity</p> <p>3: Develop high-level performance-based scorecard on workforce system effectiveness</p> <p>4: Provide guidance, identify needs and changes to meet vision</p>	<p>In the process of framing recommendations for regional, economic development-driven workforce development areas that function with accountability back to the State and transcends program silo funding limitations</p> <p>Discussed the development of a Scorecard of Success Metrics</p> <p>Recommended funding for WDB's continuous improvement using the Baldrige process</p>

OBJECTIVES	STRATEGIES	ACCOMPLISHMENTS TO DATE 6/3/05
<p>Objective B: Coordination and Collaboration</p> <p>Increased and improved state and local interagency communications and strategic/program planning to ensure alignment and effective implementation of CWI goals</p>	<ol style="list-style-type: none"> 1: Establish consistent two-way state-local communication with WDB Directors and seek input from WDBs, CLEOs, and workforce system partners through forums, surveys and other methods 2: Develop strategies for strengthening communication between technical colleges and WDBs 3: Identify strategic issues for accountability back to the State 4: Develop high-level performance-based scorecard on workforce system effectiveness 5: Guide state level planning measures and coordination focused on strategic issues 	<p>Conducted surveys on infrastructure and workforce program issues to garner input from WDB Directors and Chairs and CLEOs</p> <p>Held a Job Center listening session in Appleton with 130 workforce partners</p> <p>Invited regional area workforce leaders for a meeting held in Milwaukee. Created an ad hoc group to focus on systemic issues in southeastern Wisconsin</p> <p>Discussing recommendations to steer the system and design accountability for the one-stop system</p>
<p>Objective C: Maximizing Resources</p> <p>Increased collaborative use of existing resources and use of new alternative funding resources, including discretionary federal grants</p>	<ol style="list-style-type: none"> 1: Disseminate best practices for maximizing resources 2: Identify the "road blocks" from surveys and recommend strategies 3: Review performance of WIA and target funding for performance awards, technical assistance and training 4: Establish metrics to measure the value of funds for infrastructure system support and workforce program gaps 5: Assess how to effectively infuse funds into the system 6: Explore Foundation and business entities 7: Improve collaborative approaches for grant writing 8: Target resources to key areas 	<p>Discussing recommendations to ensure sustainable financial support for the one-stop infrastructure and how to measure the value of the funds infused in the system</p> <p>Reviewed the historical/current information on the workforce system including labor market data and studies on the effects of job center staff and services from declining federal funds</p>

DRAFT POLICY RECOMMENDATIONS

Service Delivery System

Redesign the workforce system, including:

Connecting Workforce Development Areas to regional economic development areas;

Establishing Job Center standards that are measurable for the delivery of services with annual accountability back to the State;

Using the metrics, review who owns each metric and identify means to reflect a drive to a continual increase in productivity.

Coordination and Collaboration

Regional planning among WDBs must occur using the seven economic regions with the metropolitan statistical areas as part of plan requirements for all programs operated/managed by the State for purposes of having economic development drive service delivery, coordinating resources, aligning of common goals, and being regionally responsive to employers.

Develop guidelines and provide technical assistance that allows sufficient time for the Chief Local Elected Officials to solicit nominations in order to increase the effectiveness and participation levels of WDBs.

Enforce the WDBs completion of all elements of the required WIA Memorandum of Understanding that establishes coordination, referral, and infrastructure funding for all required one-stop partners. Allocation of funds will be based on the WDA completing this requirement.

Maximizing Resources

Develop a State formula and process to dispense funds for the one-stop infrastructure costs based on a common definition for how funds may be spent with specific outcomes.

The funds that are directed toward a sustainable one-stop infrastructure must be consistently accountable to the State, including:

The WDBs annually completing a metrics report to measure the value of funds that are specifically infused into the system for infrastructure costs;

Identifying continuous improvement steps with benchmarks for success.

The CWI/Committees needs to review an inventory of all State job placement and employment-training programs, their scope and funding sources, as well as Country-infused funds, for purposes of the Committee's assessment to (a) assess how to provide sustainable financial support for the one-stop infrastructure and overcome silo-program funding; (b) maximize resources for effective service delivery; and (c) identify possible options to minimize the number of persons/agencies distributing funds.