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Council on Workforce Investment

EXECUTIVE COMMITTEE MEETING
201 East Washington Ave. (GEF I), Madison, WI
Room A 415
Thursday, August 4, 2005
9:30 a.m. to 11:30 a.m.

AGENDA

- I. Call to Order and Minutes of May 9, 2005 Meeting (**Action**)
- II. GROW Region-by-Region Applications (**Review and Comment**)
See CWI home page for link to the GROW Application Guidelines: <http://www.wi-cwi.org/>
- III. Use of Program Year 2005 CWI Funds (Discussion)
- IV. Committee Reports/Updates
 - A. Workforce Strategies Committee
 - B. Workforce System Development Committee
 - C. State Interagency Team
 - D. Bridges To Work/MIG Infrastructure Grant Subcommittee
- V. Old Business
 - A. Report to the Governor
- VI. Adjournment

Attachments:

- Page 2: Map to GEF I
- Page 3: Executive Committee Meeting Minutes, May 9, 2005
- Page 6: CWI Program Funds Criteria and Process
- Page 8: Summary of 2005 CWI Projects Funded (Appendix A)

This meeting is open to the public. All visitors to the State Labor building must use the main entrance at 201 East Washington Avenue and register at the customer assistance desk in the lobby. This entrance is handicap accessible.

Meeting materials are posted on the CWI web site at <http://www.wi-cwi.org/>. For questions about the agenda items, contact Sheryl Billups, Department of Workforce Development, Division of Workforce Solutions, by phone at 608-266-9615 or by email at Sheryl.Billups@dwd.state.wi.us. If you have special needs such as an interpreter or written materials in an alternative format, please contact Gloria Kirchoff at (608) 267-2191 or by email at Gloria.Kirchoff@dwd.state.wi.us. (Text phone users may call the Wisconsin Telecommunications Relay System at 711 to request assistance.)

To Access This Meeting By Phone: A limited number of phone lines has been made available for members and other interested parties to participate if they are unable to attend in person. For those in the Madison call area, call **(608) 316-0022**. For those outside of the Madison call area, call **toll free 1-888-677-9189**. All participants **must** enter **conference code 2629** then the pound sign (#). The Helpdesk number for all callers is 1-800-442-4614.

COUNCIL ON WORKFORCE INVESTMENT MEETING SUMMARY

(Draft Pending Approval)

Executive Committee Meeting Teleconference -- Madison, WI May 9, 2005

Members Present:

Paul Linzmeyer (chair), Joel Rogers (vice chair), Roberta Gassman, Doug Moquin, Dean Welch, Tina Koehn. (Also attending for portions of the meeting were Mary P. Burke and Lee Rasch.)

Members/Committee Co chairs Absent:

Joe Gilles

Staff and Guests Present:

Sue Gleason-CWI Liaison, Sheryl Billups (staff); Connie Colussy, Dianne Reynolds, Annette Nekola (Dept. of Workforce Development); Laura Dresser (Center on Wisconsin Strategies) Jerry Hanoski (Workforce Connections); Jennifer Riggerbach (U.W. Milwaukee); Don Rouse (CWI member and WOW Workforce Development Board)

Key Issues/Discussion Items

I. Call to Order/Minutes

Paul Linzmeyer called the meeting to order at approximately 1:00 p.m. Roberta Gassman moved to approve the minutes; Tina Koehn seconded the motion; it passed unanimously.

II. CWI Project Proposals

A. Regional Partnership Program

Sue Gleason reviewed the proposal concept. Among issues raised in discussion were:

- *Definition of regions and threshold number (500,000).* Rogers questioned whether economic regions defined by Terry Ludeman would meet the threshold number in the proposal and Gassman asked where the 500,000 number came from. Gleason noted that information on the specific populations in economic areas was not on hand and that the economic regions outlined by Ludeman do not correspond to existing political/program boundaries. She also explained the key reasons behind the threshold number (to ensure a critical mass of people, resources needed to advance an area's economic competitiveness) and requiring Workforce Development Boards to be fiscal agents (because the project is WIA funded).
- *Use of dollars for studies.* Linzmeyer noted that funds should not be allowed to focus solely on doing a study. Rogers noted that some basic information regional partnerships will need to establish a "shared platform" for their activities may not be currently available, so some level of research/study may be needed. Gleason explained that the proposal guidelines in development will recognize these issues.
- *Targeted Industry Regional Partnerships (TIRP).* Rogers raised concerns about the option for a Targeted Industry Regional Partnership (TIRP), noting the potential for focusing on the wrong industry. He suggested that the central focus of the grant should be on the comprehensive partnerships and integration of functions.

Motion/Action: Rogers moved to adopt the Regional Partnership Program with change to strike the Targeted Industry Regional Partnership [Option A. (ii)] and focus on the Comprehensive Regional Partnerships, which may include industry partnerships. Gassman seconded the motion. The motion passed unanimously.

B. Workforce Development Staff Competency Credentialing System

Connie Colussy briefly reviewed the Staff Competency Credentialing System proposal. Members raised questions regarding benefits and WDB involvement, with staff noting that the proposal was supported by WDBs and would provide a way to recognize/give professional status to workforce development staff, many of whom have no formal training, and advance quality customer service.

Motion/Action: Gassman moved to adopt the proposal as presented; Rasch seconded the motion and it passed unanimously.

C. WDB Baldrige Express Assessment

Sheryl Billups briefly reviewed the WDB Baldrige Express Self-Assessment proposal, noting two decision items for the Committee to consider -- funding level and voluntary or required participation. Linzmeyer emphasized the value of this process in advancing partnerships/collaboration and helping to focus Board activity, suggesting that it should be mandatory. Rasch noted that it was valuable for those that wanted to participate, but results may be questionable for those who are forced to participate. In discussion of funding; members indicated that the budget should plan for full funding for all WDBs.

Motion/Action: Rogers moved to adopt the Baldrige Express proposal with change to provide full funding (C., option c) for all boards that voluntarily participate (D, second bullet, option a.). The motion was seconded by Welch and passed unanimously.

D. Milwaukee Workforce Development Landscape

Gleason reviewed the proposal, noting that the project and process used to obtain CWI consideration has generated some controversy. Gleason also noted that DWD staff are looking at the appropriate method for funding if approved by the Executive Committee. In response to questions about the project budget, Jennifer Riegenbach (U.W. Milwaukee) indicated the total budget was \$60,000. This included UW salaries (\$25,885), consultant fees (\$22,500), office supplies/materials, etc. (\$3,750), and UWM indirect costs at a rate previously approved by the Department (15%/\$7,820).

Discussion focused on the value added by the project. Among concerns raised was the lack of assessment of whether the cost of the project offered more value than similar activities by others. Rogers also questioned whether the project offered a model for reducing costs that could be replicated in other areas. Tina Koehn noted that the Systems Development Committee saw this proposal as a way to promote partnerships and reestablish the collaborations that had existed in the past. Gassman highlighted various other activities occurring in Milwaukee (including the Mayor's task force) and that this project should be connected to those efforts. Riegenbach explained that UWM has been in contact with individuals/groups noted and the project would make further connections to them.

Motion/Action: Gassman moved approval of the project; Moquin seconded the motion. The motion passed on a roll call vote. Linzmeyer, Gassman, Moquin, and Koehn voted yes; Rogers and Welch voted no. (Burke and Rasch had previously left the teleconference and did not participate.)

III. CWI Letters of Support

Gleason briefly reviewed the purpose of three letters intended to express CWI concerns about the federal budget proposals for Carl Perkins and Adult Education and transmit CWI support for the Youth Apprenticeship program and the recommendations of the Committee on Baccalaureate

Expansion. She noted that all support letters were generated from the Workforce Strategies Committee.

Motion/Action: Rogers moved approval of the letters; Gassman seconded the motion; the motion passed unanimously.

IV. WIA Two Year Plan

Gleason and Colussy provided a brief overview the WIA Two Year Plan, explaining that the Plan format/content follows specific guidance from the U.S. DOL. Linzmeyer noted comments made by Joe Gilles (Workforce System Development Committee co-chair), who had read the entire draft Plan and noted that it indicates DWD has no plans to change workforce development areas and did not mention technical college connections.

Motion/Action: Rogers moved to accept the WIA Plan; Gassman seconded the motion and it passed unanimously.

V. CWI Report to the Governor

Gleason explained that the CWI Report to the Governor would include both a verbal report at the June 3 meeting and a written document that would be available somewhat later. (Gassman indicated that the Governor will be available for the meeting.) Referring to the draft outline, Rogers suggested that the June 3 presentation should focus on things the Governor does not know and wouldn't need to include the background information on the CWI, the economy, and Grow Wisconsin; focus on workforce development Issues; potential measures, CWI accomplishments and action agenda. Gassman indicated the report would have a larger audience than just the Governor and should be framed by Grow Wisconsin to put CWI activities in context. Members requested that staff prepare a PowerPoint presentation reflecting the discussion.

VI. Committee and Subcommittee Reports

A. Dislocated Worker Subcommittee

Annette Nekola, subcommittee staff, reported on the subcommittee's March 21 meeting, noting that it had approved project proposals totaling \$469,000, which is the balance of the funds for this year. The subcommittee also approved a new grant application guidelines/process, which are intended to better align with U.S.DOL guidelines (to make application for federal funds easier) and to make the process more performance oriented. Nekola indicated that there continue to be significant dislocations in the state; \$ 6 million in requests will be reviewed at the subcommittee's next meeting on May 23. She also noted that funding for the next program year (starting July 1, 2005) has been reduced by 5% (\$600,000); formula funding between WDAs is also shifting, with four WDAs receiving more funds, while the remaining will stay the same or have reduced funding (including Milwaukee).

B. Workforce Systems Development Committee

Tina Koehn provided a brief report on the Committee's last meeting on April 22. She noted that it was a productive meeting and that a subcommittee has been established to focus on Milwaukee issues.

VII. Adjournment

There being no further business, the meeting adjourned at 2:30 p.m.

**COUNCIL ON WORKFORCE INVESTMENT
PROGRAM FUNDS
CRITERIA AND PROCESS**

Adopted by the CWI December 2, 2004

The Department of Workforce Development has allocated \$500,000 in Workforce Investment Act (WIA) Program Year 2004 funds for special projects to be used to advance the Council on Workforce Investment's vision and goals. The Executive Committee of the CWI will make recommendations on the use of the funds based on proposals submitted by the CWI Committees. The following provides general guidance to Committees as they consider projects for possible funding.

A. Criteria for Funding

1. Proposals must demonstrate that the project will advance the Governor's Grow Wisconsin Plan, the CWI mission/vision, and related Committee goals.
2. Proposals must have clear goals and measurable outcomes.
3. Proposals should also leverage or maximize other available resources, at the national, state or local level.
4. Proposals must comply with legislative requirements for use of WIA set-aside funds as follows in section B.

B. Guidance for the use of WIA Set-Aside Funds

1. State Required Activities (not necessarily with the CWI funds)¹
 - a. Evaluations of WIA activities, in coordination with local boards, for adults, dislocated workers and youth in order to promote continuous improvement
 - b. Provide incentive grants to local areas for:
 - i. Regional cooperation among local boards
 - ii. Local coordination activities
 - iii. Exemplary performance²
 - c. Assisting in establishment and operation of the one-stop delivery system
 - d. Additional assistance to local areas with high concentrations of eligible youth
2. Optional Activities
 - a. Capacity building and technical assistance to local areas, including staff development/training and development of "exemplary" program activities
 - b. Research and demonstration projects
 - c. Innovative incumbent worker training programs, which may include an employer loan program to assist with skills upgrading and programs targeted to empowerment zones and enterprise communities
 - d. Providing support to local areas for identification of eligible training providers
 - e. Innovative programs for displaced homemakers and programs that increase number of people trained and placed in non-traditional employment
 - f. Carrying out adult and dislocated worker employment/training activities as needed to assist local areas
 - g. Statewide youth activities

¹ Does not include some required ongoing activities normally conducted by DWD/DWS, including: rapid response activities; disseminating information on training providers, youth providers, and program costs; providing technical assistance to low-performing WDAs, operating a fiscal and management information system.

² Performance incentive awards currently provided under policy established by the CWI in 2002.

C. Proposed Funding Process

1. Committee requests must be submitted to Executive Committee Chair and DWD Liaison staff at least three (3) weeks prior to an Executive Committee meeting.
2. Submissions must provide a summary of no more than three (3) pages that includes:
 - Brief summary of project concept, including key goals and objectives
 - Identification of specific CWI mission statement(s) and Committee goals that the project will address and how the project will advance the mission and goals
 - Geographic areas impacted (statewide versus regional)
 - Estimated costs
 - Recommendation on entities that might conduct the project and, if only one entity is recommended, the rationale for using the entity as a "sole source" provider. (Though competitive bids may be required, "sole source" bids may also be allowable in some situations. Proposals may suggest entities that should receive bid solicitations or provide justification for selecting a specific provider without a competitive bid process.)
3. Projects, and preliminary CWI staff review, will be reviewed at each Executive Committee meeting for which projects are submitted.
4. There is no limit on the cost of proposed projects.
5. Funds will be distributed on a first come, first served basis until all funds are dispersed.
6. Federal rules require that 70% of these funds be expended by the end of the program year (June 30, 2005).
7. DWD will follow state procurement rules for granting of projects, which may at times require competitive bid process.

SUMMARY OF CWI PROJECTS APPROVED FOR FUNDING

(Using Program Year 2004 CWI Funds)

- **Wisconsin Regional Partnership Program (\$390,500).** This is a competitive grant program to encourage and support regional partnerships of business, labor, economic and workforce development and education to increase regional collaboration and economic competitiveness. The grant focuses on establishing regional partnerships, developing (or expanding existing) regional integrated economic and workforce development plans, and implementing system capacity building activities based on regional plans. A region is defined as having population of at least 500,000 and containing at least four contiguous counties and whole workforce development areas. The grant application guidelines are scheduled for a June 1 release.
- **National Credentialing for Workforce Development Staff (\$22,000/\$2,000 per WDB).** This project will help pay for Job Center direct service staff and their supervisors to earn a national credential certifying achievement of specified standards/levels of education, experience, competency, and ethical behavior using the National Association of Workforce Development Professionals certification program. The project will contribute to continuously improving the effectiveness of the Job Center system and the quality of customer services.
- **Workforce Development Board Baldrige Express Self-Assessment (\$27,500/\$2,500 per WDB).** This project will help interested WDBs pay for an organizational self-assessment using the Baldrige Express, an e-survey based on the National Baldrige Criteria for Performance Excellence. The survey is administered by Wisconsin Forward Award, Inc., the organization that operates Wisconsin's Baldrige-based performance excellence management education and award program. The survey provides WDBs a consistent method for assessing, measuring and continuously improving their organizational effectiveness, including leadership effectiveness.
- **Milwaukee Workforce Development Landscape (\$60,000).** This project will fund the University of Wisconsin Milwaukee Center for Workforce Development to survey Milwaukee's workforce development service providers and stakeholders, develop a report that documents and provides recommendations for coordination of Milwaukee County's workforce development system, and provide a one-stop portal clearinghouse hosted on its existing Workforce Enterprise web site.