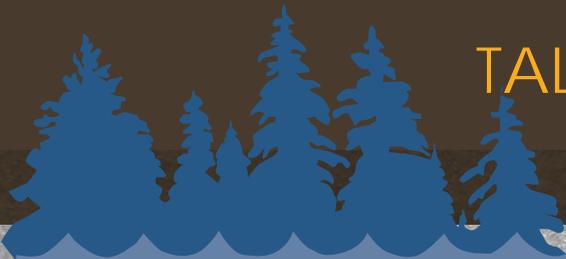




# 2018

## ANNUAL REPORT

TALENT. INNOVATION. BALANCE.



**NORTHWEST WISCONSIN  
WORKFORCE INVESTMENT BOARD**

A proud partner of the  **americanjobcenter** network

# WELCOME LETTER

“Success is no longer about changing strategies more often, but having the agility to execute multiple strategies concurrently. And success requires CEOs to develop the right leadership capabilities, workforce skills, and corporate cultures to support...transformation.”

- Pierre Nanterme

Over the course of 2018, Northwest Wisconsin unemployment fell from 4.4 to 2.9 percent. Though employment growth brings opportunities for many, more than 2,700 people wake up every day without a job—not counting the thousands without a career pathway forward. Within the last twelve months, as evidenced throughout this report, the programs and initiatives of the Northwest Wisconsin Workforce Investment Board (NWWIB) have made measurable impact. Community members are supported in not just finding a job, but developing their vision of the future in a career—including establishing financial self-sufficiency for their families to thrive. Customers not yet employed are hard at work in programs with readiness training, developing their skills, and preparing for their next conversation with a local business.



Industry is both our partner and our customer—as we create solutions for their needs in highest demand with talent found throughout our programs and our Northwest Wisconsin system. Together, we are ensuring that the residents of our region are participating in the workforce of the present and the future. We are investing in youth to ensure vibrant and thriving communities grow in our region.

**IMMENSE GRATITUDE** to staff, committee members, and our volunteer board who tirelessly work to make an impact on our region as it continues to grow and thrive.

I look forward to another year of challenging work. We are transforming the NWWIB to think expansively: How can we best support our region’s workforce in the most efficient and customer-centered ways? Expanding our impact includes starting earlier with career education in schools and identifying ways to help job seekers who are parents access quality childcare. In a tight labor market, we are finding ways to increase labor force participation for those who struggle to find and keep jobs, such as seniors, young adults, people with disabilities, justice-involved individuals, those living with mental illnesses, and veterans. We foresee workforce development evolving with new partners which we anticipate will result in success for workers and employers alike. Job training programs provide not only hope but real results that empower millions of workers to achieve a brighter future.

~ *Mari Kay-Nabozny*  
*NWWIB Chief Executive Officer*

# PERFORMANCE

## BY THE NUMBERS...



## INVESTMENT IN OUR COMMUNITIES & NEIGHBORS

	Funding Level	Percentage of Activities
Adult Services	\$1,027,111	54%
Youth Services	\$484,434	25%
Dislocated Workers Services	\$236,333	12%
Windows to Work	\$66,789	3.5%
WAGE\$	\$24,694	1%
Corrections	\$44,425	2.5%
Inspire	\$8,172	0.5%
Fee for Service & Superior Talent	\$21,178	1.2%
	<b>\$1,913,136</b>	<b>100%</b>



# WHAT WE DO

The Northwest Wisconsin Workforce Investment Board is a regional body charged with oversight of the Wisconsin Job Centers and the employment and training programs that comprise the workforce development system in 10 counties of Northwest Wisconsin: Ashland, Bayfield, Burnett, Douglas, Price, Iron, Rusk, Sawyer, Taylor, and Washburn. The board, comprised of business leaders and workforce development professionals, is committed to creating a competitive workforce that meets the changing needs of the citizens and businesses of our area.

The NWWIB uses a “one-stop shopping” approach to addressing workforce development issues. The board cuts across the disciplines of economic development, education and employment and training programs. The board understands that coordination of the disciplines is absolutely necessary to create a systemic delivery of services. Committees are in place to ensure that all critical elements of workforce development have a strong regional voice.

## THE TEAM



**Mari Kay-Nabozny**  
Chief Executive Officer

Favorite Outdoor Activity:  
Running

First Job: Waitress



**Mary Lois Bolka**  
Sector Strategies  
Coordinator

Favorite Outdoor Activity:  
Snowshoeing

First Job: Hot Dog Stand



**Jennifer Decker**  
Executive Assistant

Favorite Outdoor Activity:  
Going for walks

First Job: Hardees



**Maryann Ledin**  
Finance Director

Favorite Outdoor Activity:  
Back Country Camping

First Job: Hostess



**Melissa Rabska**  
Operations and  
Communications  
Manager

Favorite Outdoor Activity:  
Bike Riding

First Job: Cashier

# RIISING TO SUCCESS



## NOT JUST A JOB... A NEW CAREER

A friend had forwarded me a message on Facebook and it was an advertisement for the 10-week Construction Essentials class through WITC and the Northwest Wisconsin Workforce Investment Board. At first, I didn't know if I wanted to take the class, considering I was working a job I didn't really like at the time. Then I thought about it and how the pros outweighed the cons. So I signed up and it was probably the best decision I have ever made. Mary Lois, Tom K, and the whole NW CEP/Workforce Board staff definitely helped me out and I cannot thank them enough.

They paid for the class and I am now in Year 1 of a 3-year Iron Working Apprenticeship program through the Iron Workers Local #512. This would of never been possible without the help from you guys/ladies! So I thank you all for helping me achieve this and I can now start a career that I love and is able to support my family.

- K. Bender



# STRATEGIES IN MOTION

Meeting industry demands and providing training in the necessary occupations to ensure the economic vitality of the region.

## CONSTRUCTION FOUNDATIONS TRAINING

Ashland and Ladysmith

The demand for Construction Laborers is expected to increase 18% by 2024. To help supply employers in this industry with a future pipeline of workers, the Northwest Wisconsin Workforce Investment Board (NWWIB) and Wisconsin Indianhead Technical College (WITC) partnered to offer Construction Foundations. During Construction Foundations, students gain the knowledge and skills necessary for job success in the construction industry. Over the course of the 10-week program, students worked together while learning about and applying various carpentry skills and techniques to build multiple storage sheds that are then donated to local non-profits. Participants who complete the course earn a Technical Certificate. The training is focused on the fundamentals of building design, energy efficiency concepts, construction basics, layout operation, print reading, and estimating and materials of industry. Students in the training not only gained the technical skills needed on the job, but also developed valuable soft skills as well.

## CUSTOMER SERVICE TRAINING

Bayfield County Jail

The NWWIB provided another round of the National Retail Federation's RISE Up Customer Service Training this fall. The course was taught at the Bayfield County Jail to 10 male inmates. This training prepares people for jobs in the retail industry, a leading industry of Northwest Wisconsin. The RISE Up training provides students with the overall knowledge of working in a retail environment while also instilling the the importance of leadership, teamwork, communication, and attitude. The students of this course showed extreme appreciation to the instructor and the NWWIB for offering this training in the jail.

# RE-ENTRY INITIATIVES



## CULINARY ARTS

Bayfield County Jail

In the spring, the NWWIB offered a Culinary Academy at the Bayfield County Jail. Six male inmates earned an industry recognized certificate as Kitchen Cooks through the American Hotel and Lodging Educational Institute. Over the course of four weeks, the students learned the necessary skills of working in a commercial kitchen. They were trained on food preparation, food safety, plating, and various cooking skills. One of the students was immediately hired by the instructor to work in her kitchen. Another student, who was currently working in a kitchen, was looking to get a promotion by completing the training. Another Culinary Academy is being scheduled to take place in Fall of 2018.



## MACHINE TOOL

Ashland & Bayfield Counties

In August of this year, six students completed the Machine Tool Training hosted by the NWWIB with support from the Bayfield County Re-Entry Program and CEP. Instruction was provided by Wisconsin Indianhead Technical College. This five-week, short-term training prepared students for a career in the manufacturing industry while earning credits towards other certificate, technical, and associate degree programs through coursework in Machine Tool I, Print Reading, and OSHA 10 certification.

The focus of this special training was giving ex-offenders and incarcerated individuals the skills necessary to be competitive in the current job market. Three of the students are continuing their education at WITC in the Machine Tool Operation Technical Diploma program. Other graduates will be entering into the workforce. Funding for this program is made possible by a partnership with the Wisconsin Workforce Development Association and funded by a Wisconsin Department of Workforce Development - Division of Employment and Training Short Term Customized Training Grant.



# SUPERIOR TALENT ATTRACTION

In response to industry concern about engaging job candidates in healthcare occupations, the Northwest Wisconsin Workforce Investment Board developed Superior Talent. Superior Talent is a talent attraction weekend focused on recruiting high-demand Master's-level healthcare professionals to the Chequamegon Bay area. Superior Talent focused on the need for healthcare professionals in speech language pathology, occupational therapy, physical therapy, and nursing. Local healthcare employers and businesses sponsored much of the event and were involved in the weekend's activities allowing them to form relationships with attendees, showcase their facilities, and promote the work-life balance that the Northwoods has to offer.

# TECH ED DAY



After last year's successful Tech Ed Inservice Day, local and regional partners collaborated to bring another educational event to the region. Building Business & Community Connections is a day dedicated to providing regional school districts with the tools necessary to build successful business and community partnerships to enhance their school district's Tech Ed Program.

Attendees of this event include faculty, staff, and school board members from regional school districts as well as business owners and managers. One of the highlights of the event includes a panel discussion by Eleva-Strum on their Cardinal Manufacturing Program.

# WAGES\$

The Northwest Wisconsin Workforce Investment Board is proud to partner with the Department of Workforce Development for the implementation of the \$5 million Wisconsin Apprenticeship Growth and Enhancement Strategies (WAGES\$) grant. Key project goals include training 1,000 new apprentices across 12 occupations in 3 sectors: Advanced Manufacturing, Health Care, and Information Technology.

Recently, BW Papersystems in Phillips, WI, became the first company in Northwest Wisconsin to sign a Registered Apprentice in the Maintenance Technician program through the Wisconsin Apprenticeship Growth and Enhancement Strategies grant.



## WE CHOOSE TO GO **OUTSIDE THE BOX**

After a robust strategic planning process, NWWIB has arrived at six key issues that must be addressed in our region. The above initiatives address several of the strategies that the NWWIB has put into place to work towards solutions to these regional issues.

# BEYOND BRICKS AND MORTAR



## 1,835 DOWNLOADS AND COUNTING...

In June 2018, the NWWIB launched Workforce Waves - a monthly podcast by the NWWIB. Each month we dive into current employment trends and explore unique solutions to workforce needs in rural Northwest Wisconsin! We have recorded six episodes this year highlighting manufacturing, internships, placemaking and other relevant topics to economic growth in the north. The podcast can be found anywhere you download podcasts and the Workforce Waves app is available via Apple's App Store and Google Play. We will continue to bring you new episodes throughout 2019!

## TEAMWORK MAKES THE DREAM WORK. NWWIB IS PROUD TO COLLABORATE WITH THE FOLLOWING GROUPS:

- ✦ Visions Northwest Regional Economic Development
- ✦ NorthWERD
- ✦ Northwest Wisconsin CEP
- ✦ Wisconsin Workforce Development Association
- ✦ Northern Wisconsin Woods Collaborative
- ✦ Douglas County Employer Roundtable
- ✦ AARP
- ✦ Ashland Area Development Corporation Board of Directors
- ✦ Bayfield County Economic Development Corporation Board of Directors
- ✦ Corrections to Careers Advisory Committee
- ✦ Pathways Wisconsin
- ✦ 18-24 Older Youth Work Group
- ✦ Chequamegon Bay Opioid Unified Plan Development Committee
- ✦ American Hotel & Lodging Educational Institute
- ✦ National Retail Federation
- ✦ INSPIRE Wisconsin



# EMPLOYER DRIVEN SOLUTIONS



The NWWIB hosted two manufacturing summits and a hospitality summit in 2018 to provide a forum for employers to express workforce needs and collaborate on solutions. More than 40 employers participated in these events and their comments helped drive the strategic initiatives we worked towards.



## TALENT ATTRACTION & RETENTION

Workplaces today are comprised of multiple generations in positions throughout every level of the organization. And the mix will only increase in the upcoming years. More than 80 participants attended the NWWIB hosted **Workplace Culture from Gen Z to Baby Boomers** event with Nancy Lyons. Participants explored what attracts Millennials and Gen Z to workplaces? What motivates them and what should organizations be doing to attract them? Conversely, what do experienced employees need and want from companies? The session received excellent reviews and participants were able to leave with ways to impact the talent attraction and retention at their company. Nancy has been locally and nationally recognized for her role as owner and CEO of Clockwork. She is co-author of "Interactive Project Management: Pixels, People, and Process" (New Riders, 2012) and author of the upcoming book, "How to Win at Business by Being Nice to Humans."

# EVERGROW LEARNING CENTER, LLC

“No other investment yields as great a return as the investment in children. They will become the foundation of their community and economy.”

The EverGrow Learning Center (EGLC) is an effective and immediate response to a critical need for child care identified in Ashland, WI. Several studies and community forums indicate that a dearth of childcare in the region is negatively impacting economic growth and talent attraction efforts. In response, several community based organizations, including the NWWIB and Ashland Area Development Corporation as leads, have worked together to complete a feasibility study and business plan for the EGLC and continue to work toward accomplishing the goal of opening the EGLC in late-summer 2019.

Private businesses and foundations have supported the development of the EGLC with nearly \$280,000 in donations. Planned childcare services include 100 enrollment spots for children ages birth to twelve, extended care hours, scheduled “drop-in” care, summer care, and before-and-after school programming. An emphasis of the EGLC is to have a minimum of 50% of the enrollment spots available to children who come from families at or below 185% of the Federal Poverty Guidelines. Employees will be paid above the median wage for childcare workers in the region.



# THE FUTURE WORKFORCE...

The NWWIB and Northcentral Technical College partnered on a summer Careers Camp funded by the Department of Workforce Development. The Careers Camp invited students entering 6th - 10th grade to explore careers in health and manufacturing. Students 'buzzed' through the welding lab to fabricate a stainless steel bumblebee, programmed a CNC Lathe to make a canon paperweight, and experience life through the eyes of someone with dementia in the geriatric mobile lab. 19 students participated over the 3-day long camp. Each day focused on classroom instruction related to a specific industry and then finished with the students getting a behind-the-scenes tour at area businesses.



## K-12 CONNECTIONS

Inspire Northward (an online platform) provides a direct interface between students and businesses. On Inspire, students can explore and learn about local businesses and career opportunities available in Northwest Wisconsin. Inspire is integrated with Career Cruising (career assessment and planning software) being used statewide by K-12 school districts as a part of their Academic and Career Planning.

### HOW DOES IT WORK?

Similar to LinkedIn and Facebook, businesses can create Company Profiles and interact with students through the online platform. Your level of interaction is completely up to you! Once your profile is completed, you and your staff have the opportunity of becoming Career Coaches\* and answer student questions on discussion boards. You can also offer Work-Based Learning Activities to students and educators through Inspire Northward. Select from our menu of options (including job shadows, advertising summer/part-time positions and internships, participating in career fairs, etc.) or create your own!

### HOW CAN MY BUSINESS GET INVOLVED?

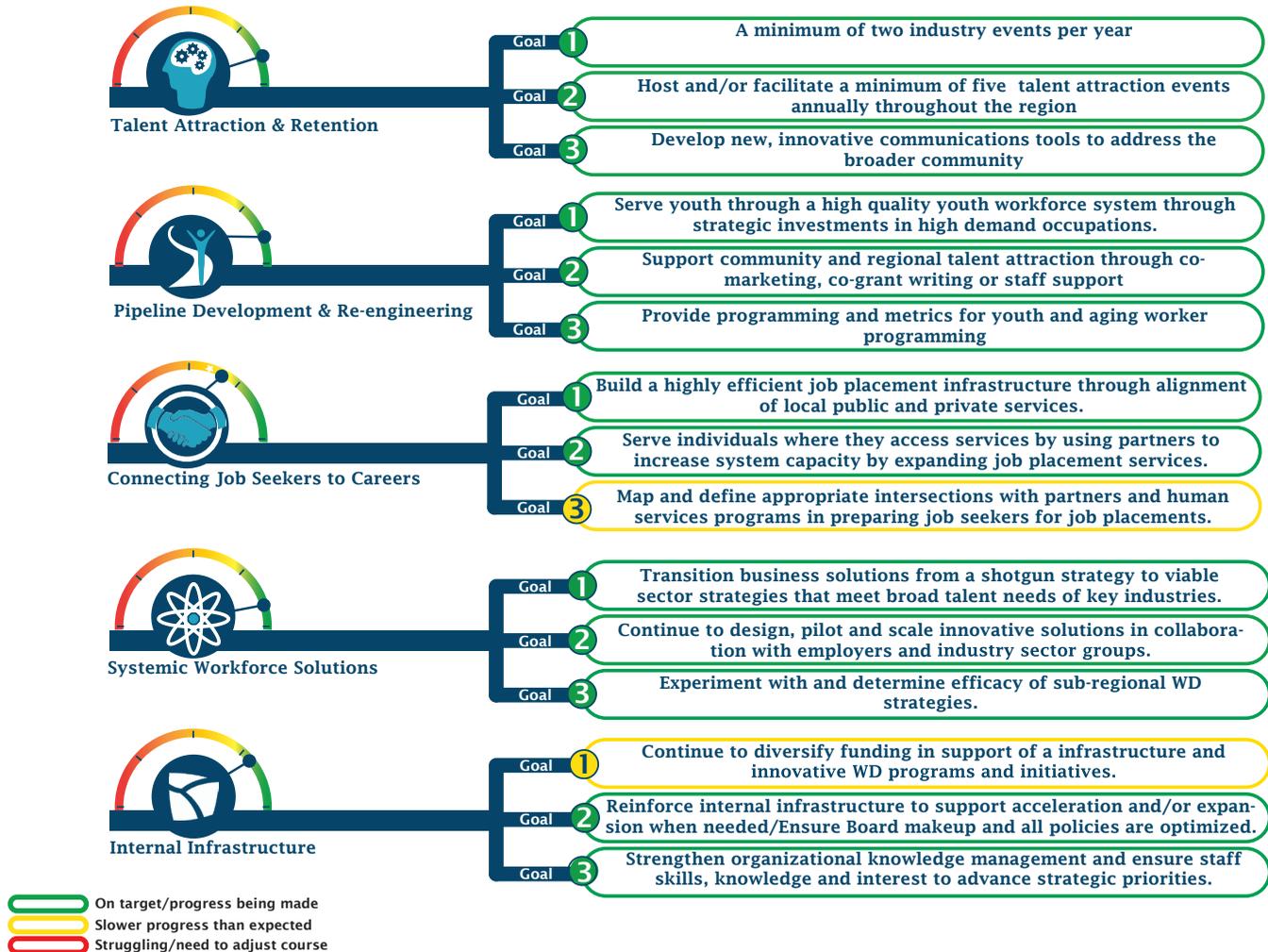
To sign up have your Primary Company Contact\* go to [WWW.INSPIRENORTHWARD.ORG](http://WWW.INSPIRENORTHWARD.ORG) and complete your Company Profile!

Inspire Northward is administered through a partnership with Vision Northwest.

# INNOVATION INDICATORS

We hope these metrics provide you with an overview of the innovation performance of NWWIB. Not only have we provided you with financial data, but also insights gathered from tracking accomplishments across our strategic priorities.

## 2017-2020 NWWIB Strategic Plan Dashboard



## PROGRAM YEAR 17 TITLE I&III PERFORMANCE

### Adult Measures

Qtr. 2 Unsubsidized Employ.	<b>EXCEED</b>
Qtr. 4 Unsubsidized Employ.	<b>EXCEED</b>
Median Earnings	<b>EXCEED</b>
Credential Attainment	<b>EXCEED</b>

### Dislocated Worker Measures

Qtr. 2 Unsubsidized Employ.	<b>EXCEED</b>
Qtr. 4 Unsubsidized Employ.	<b>EXCEED</b>
Median Earnings	<b>EXCEED</b>
Credential Attainment	<b>UNMET</b>

### Youth Measures

Qtr. 2 Unsubsidized Employ. / Edu.	<b>EXCEED</b>	Median Earnings	Baseline
Qtr. 4 Unsubsidized Employ. / Edu.	<b>EXCEED</b>	Credential Attainment	<b>UNMET</b>

# BOARD MEMBERS

**LeRoy Forslund**, Chair  
Forslund Consultants

**Michael Bebeau**, Vice Chair  
Xcel Energy

**Richard Nystrom**, Secretary  
D & N Development

**Judy Aspling**  
Curves

**Andrew Donahue**  
University of Wisconsin –  
Superior

**Thomas Draghi**  
Division of Vocational  
Rehabilitation

**Chuck Gottschall**  
Wisconsin Job Service

**Brad Gast**  
Northcentral Technical  
College

**Dawn Henk**  
NorthLakes Community  
Clinic

**Mic Isham**  
Great Lakes Indian Fish &  
Wildlife Commission

**James Kehoe, Jr.**  
Kehoe Enterprizes

**Dale Kelm**  
Birch Haven Senior Living

**Kelly Klein**  
Iron County Development  
Zone Council

**Mary McPhetridge**  
Ashland Area Chamber of  
Commerce

**Ashley Moore**  
Thrivent Financial

**Jeff Muse**  
Northwest Wisconsin CEP

**Brian Nelson**  
Iron Workers #512

**Bambi Pattermann**  
Wisconsin Indianhead  
Technical College

**Phil Rasmussen, Jr.**  
Lakewoods Resort

**Cindy Rouzer**  
Spoonier Health

**Jennifer Shearer**  
Indianhead Community  
Action Agency

**MJ Sills**  
Unemployment Insurance

**Shannon Stade**  
BW Papersystems

**Jack Wichita**  
Bad River Watershed  
Association

# COMMITTEES

## Joint Executive

LeRoy Forslund  
Bill Kacvinsky  
Michael Bebeau  
Thomas Draghi  
Kelly Klein  
Thomas Mackie  
Doug Finn  
Richard Nystrom  
Bambi Pattermann  
Jack Wichita  
Donna Williamson  
Dave Willingham

## One Stop Operator

Jack Wichita  
Jenna Casey  
Tom Casey  
Thomas Draghi  
Terry Erickson  
LeRoy Forslund  
Chuck Gottschall  
Jeff Muse  
Bambi Pattermann

## Youth

Mary McPhetridge  
LeRoy Forslund  
Mic Isham  
Jim Lee  
Jeff Muse  
Brian Nelson  
Patrice Waldron  
Sheila Young  
Shannon Stade  
Jennifer Shearer

## Strategic Directions and Development

Judy Aspling  
Michael Bebeau  
Barb Flynn  
LeRoy Forslund  
James Kehoe, Jr.  
Kelly Klein  
Thomas Michels  
Bambi Pattermann  
Phil Rasmussen, Jr.  
Jack Wichita



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