

MINUTING MINUTES

Strategic Directions Committee Meeting
Tuesday, January 17, 2023

10:00am- 11:15am

In-Person at the NWWIB Office (301 Ellis, Suite 3, Ashland, WI) and Virtually



Attendees: Judy Aspling Kelly Klein Barb Flynn
 PC Rasmussen-*excused* Thomas Michels-*excused* Bambi Pattermann
 Jessica Wagner-Schultz

Guests: Mari Kay-Nabozny Kristina Wright Melissa Rabska

1. Welcome and Opening Meeting Business

- a. Call to Order
- b. Roll Call
- c. Public Meeting Notice
NWWIB staff sent the meeting notice to regional Class A newspapers and regional library systems. In addition, the meeting notices were posted on the Northwest Wisconsin Workforce Investment Board's website and social media outlets.
- d. Welcome and Introduction of Guests
No guests were present.

2. Approval of Minutes

- a. Review and Approve October 18, 2022 Meeting Minutes
Motion to accept minutes as presented: Jessica Wagner-Schultz
2nd: Barb Flynn
Motion carried unanimously.

3. NWWIB Initiatives & Enrollment Update

- a. Special grants/projects enrollments
Mari Kay-Nabozny provided an update on the NWWIB's Special Grants and project enrollments. An attachment was included in the meeting packet. She commented that the current numbers for the Support to Communities program is higher than the number indicated on the attachment. The program is only 10 participants away from the grant total goal. Mari also reported about the WAI metrics that were received too late to include in the meeting packet.
- b. DOL Nursing Expansion Grant
Mari Kay-Nabozny reported on the Nursing Expansion Grant. She explained that this grant is a 5-year grant opportunity. She referred to an attachment that was included in the meeting packet. She gave an overview of the grant's scope of work and activities. The total amount for this grant is \$3 million, which will greatly enhance the NWWIB's impact and current programs such as COW and Support to Communities. This new grant opportunity will be open to anyone who is unemployed,

underemployed, and incumbent workers who are 17 years or older and who are not already enrolled in secondary education.

c. Staff Development Grant

Melissa Rabska reported on a Staff Development Grant received from the Duluth Superior Area Community Foundation. Melissa wrote the grant proposal and NWWIB was awarded this grant. The NWWIB received \$3,875 to support sending staff to various conferences this spring. The potential conferences staff will be sent to include NAWB, NAWDP, and possibly CAEL.

d. Upcoming Training Cohorts

Mari Kay-Nabozny provide an update on the NWWIB's Upcoming Training Cohorts.

- i. Childcare- Northcentral meeting on Wednesday to determine the location of an upcoming childcare training cohort to be supported with WAI funds.
- ii. CDL- NWWIB staff are exploring a CDL training through Northwood Technical College.
- iii. WAI Flux Cored Welding- Funded through WAI, Northwood Technical College is hosting a Welding cohort in Superior. Two individuals were enrolled in the training. It was stated there is an issue with getting people interested in training for these types of positions. A brief conversation about the lack of interest in training in this field. Mari commented that the only cohort that we have had success with was a childcare cohort. She commented that she worries about the current over-saturation of childcare training available.

e. PY23 Youth Procurement

Mari Kay-Nabozny updated the committee members on the PY23 Youth procurement. An attachment was included in the meeting packet. Through the RFP, the NWWIB would like to see different type of training for youth reflecting industries youth are interested in and in high demand within the region. It was stated that the Youth committee will decide at their next meeting if the procurement would be Out-of-School Youth and/or In-School Youth. Mari explained that the RFP would provide a direction for respondents to develop their proposals, but that the NWWIB cannot dictate all of the particulars of program activities. Mari encouraged committee members to talk to communities to find activities that they would like to see this Youth Procurement support or enhance.

f. Podcast Metrics and Update

Mari Kay-Nabozny provided an overview of podcast metrics. An attachment was included in the meeting packet. Mari stated that a decision had to be made by the committee about whether or not the NWWIB should continue to record and release monthly podcast episodes. She explained the numbers provided to her by the podcast production company. She commented that our numbers rank us as 3rd in the country on workforce development. Mari told the committee that the annual cost for our podcast is roughly \$4,000. The production company did give some ideas for future topics, and they offered to record and produce our monthly episodes at the same rate. The committee has decided that an upcoming intern will record all 12 episodes during the summer.

Motion to continue for 1 more year: Kelly Klein

2nd: Barb Flynn

Motion carried unanimously.

g. New Hire Update | Mari Kay-Nabozny

Mari Kay-Nabozny updated the committee on two new hires. Amanda Soltau is the new Training Navigator for the WAI program, who is supervised by Kristi Waits. Clarice Baumgartner is the new Rural Healthcare Project Manager for the COW program, who will be supervised by Dawn Knapp.

4. Public Relations Report

Melissa Rabska reported on the NWWIB's public relations activities. A handout was included in the meeting packet. Highlights included the NWWIB had signed up for the Superior Area Chamber of Commerce Spotlight e-newsletter to chamber members, and that Mari was included on the Follow the Leader Podcast produced by Workforce 180.

5. NWWIB Mission Discussion

Mari Kay-Nabozny facilitated a brief discussion about the NWWIB's current mission statement. Based on a discussion at the December NWWIB Board meeting, it was decided that this committee would discuss the current mission statement to determine if any changes or updates need to be made. It was noted that the last time the NWWIB reviewed the mission statement was in 2018. The discussion resulted in no changes to the current mission statement. It was decided that the mission statement would be reviewed and revisited during the next strategic planning process.

Motion to keep Mission Statement as is: Kelly Klein

2nd Bambi Pattermann

Vote carried unanimously.

6. Partner Updates on Workforce Related Items

a. Comments and Announcements

Kelly Klein noted that to get exposure with entrepreneurs and start-ups in Wisconsin Visions Northwest is exploring doing business after 5 events within the region. These would be informal networking sessions to have economic and workforce development partners introduce themselves and their services.

Mari stated that a new grant from state has been awarded to host 4 employer events called Winning with Wisconsin's Workforce. The first event will be on February 14th in Superior and will be broadcast to locations in Spooner and Hayward. There will also be a statewide joint event held at TDCON23 in April.

7. Adjourn

Meeting was adjourned. The next meeting is scheduled for May 16th 2023, at 10:00am or at the call of the Chair.