

AGENDA



Strategic Directions Committee Meeting

May 18th, 2021

10:00 AM – 11:45 AM

Attendees:	<input checked="" type="checkbox"/> Judy Aspling	<input checked="" type="checkbox"/> Jack Wichita	<input checked="" type="checkbox"/> PC Rasmussen
	<input checked="" type="checkbox"/> LeRoy Forslund	<input checked="" type="checkbox"/> Jessica Wagner-Schultz	<input checked="" type="checkbox"/> Mike BeBeau
	<input checked="" type="checkbox"/> Barb Flynn	<input type="checkbox"/> Kelly Klein – exc.	<input checked="" type="checkbox"/> Thomas Michels
		<input type="checkbox"/> Jim Kehoe	<input type="checkbox"/> Bambi Pattermann -exc.
Guests:	<input checked="" type="checkbox"/> Mari Kay-Nabozny	<input checked="" type="checkbox"/> Melissa Rabska	<input checked="" type="checkbox"/> Matthew Filipek
	<input checked="" type="checkbox"/> Scott Schultz	<input checked="" type="checkbox"/> Ryce Davis	<input checked="" type="checkbox"/> Dawn Knapp

Primary Meeting Objectives: 2021 Strategic plan review and discussion. PY2020 enrollment and expenditure challenges and solutions.

1) Welcome and Opening Meeting Business

- a) Call to Order-
- b) Roll Call-
- c) Public Meeting Notice- The public meeting notice was published to all NWWIB social media avenues, posted on the website and sent to the public library systems for posting.
- d) Welcome and Introduction of Guests and New Staff- Mari introduced the new hires to the NWWIB. Ryce Davis, Program Assistant; Dawn_Knapp, COW Grant Coordinator; and Matthew Filipek, COVID-19 Call Center Representative.

2) Previous Meeting Minutes

- a) Review and Approve 1.19.21 Meeting Minutes – Motion Leroy Forslund, seconded by Jack Wichita. Motion passes unanimously.

3) Current NWWIB Initiatives

a) Virtual Job Fair | Scott Schultz

On June 3rd the Northwest WDA will have its first virtual job fair, it went “live” for registrations on May 18th. More than 750 businesses received the e-blast through the JobCenterofWisconsin.com. The event is free to employers and job seekers and will take place on June 3rd from 10 am -12pm.

b) Incumbent Worker Policy Review | Mari Kay-Nabozny

The incumbent worker training policy has been updated to reflect state policy. The policy will be submitted for approval at the June 24th NWWIB meeting. Mari answered a few question on the policy and relayed the CEP staff have also reviewed it.

c) COW Grant Update and Progress | Dawn Knapp

The Cow Grant is the Department of Labor Collaboration of WI -Rural Health Care Grant. So far, everything is on track for where it needs to be. Melissa and Dawn have completed the enrollment

forms already. Dawn has been doing outreach for a few weeks and flyer's have been posted to all social media sites.

Both employers and the consumers are being targeted for the 7 occupations included in the grant. North Central WDB has their first participant. The participant has started training already with Marshfield Clinic.

All of the regions have started to implement the grant program even though everyone is still in the beginning state.

Kate (Bay Area) and Dawn are working on the orientation material it will be directed towards Colleges, Supportive Services and employers. This is so people will understand the programs better.

One of the challenges is the Department of Labor has not releasing the guidelines for the data elements that are needed. The enrollment forms are just an educated guess on what is required for participants at this time.

Mari stated that DWD has graciously stepped up to help out with the ASSET that is necessary for this grant. Mari expressed her appreciation of their commitment to the project. Dawn is still waiting to hear back from Morgan from the Department of Workforce Development on the ASSET timeline.-

There are still a couple of questions about employers that have more than 50 employees. They are currently are not eligible for Work Based Learning.

Dawn is conducting cluster meetings as well as a meeting with everyone once a month.

d) **Sawyer County Re-entry| Scott Schultz**

On Tuesday Mari and Scott met with Sawyer County EDC to discuss a \$5,000 grant. The EDC is giving NWWIB a \$5K grant to do a Culinary Academy with the Sawyer County Jail.

e) **Support to Communities Recruitment and Council Work | Scott Schultz**

There has been an abundance of interest the last couple of months. Eleven have been already been enrolled. A lot of outreach is planned for teenagers that would still be eligible for the program. On May 10th there was a Pod Cast created that should be released soon.

f) **Governors' Leadership Council On The Early Years | Mari Kay-Nabozny**

Mari was asked present on the work the board has done for Evergrow Learning Center. The Governor was on the call as well as the Secretary of every department. There was also two follow up meetings with Mari and the Secretaries of DCF and DWD. In terms of exposure, the impact of the work that has been done by NWWIB will help the state find solutions. The Governor was very appreciative of the work that was put into completing this project.

g) **Meet Your Partners (LAWDS) Event| Mari Kay-Nabozny**

On May 19th there will be a meeting held with all the partners within the Job Center System as well as the Libraries. This meeting is to help Libraries not feel alone and more aware of what the Job Centers offer.

Job Centers will be opening. Superior will be open for two days a week.

Unemployment will now have to make sure the unemployed person is applying for three jobs a week and document it. This will lead to a push for persons to re-enter the work force.

4) **PY2021 WIOA Allocations | Mari Kay-Nabozny**

WI saw an overall 30% increase in youth There were concerns brought up about the unspent money from 2019 and 2020 and the new 2021 money coming in. The rest of 2019 money must be spent before June 30th, 2021. The WIOA budgets are being worked on in addition to the organization budget for the Board, everything is looking good.

Leroy asked if there was any ideas on how the money should be spent if CEP is not able to spend it? Mari stated that the Board can assist in program development and is happy to continue to try to help with new approaches.

Mari also brought up her concerns on the lack of people interested in programs. She gave the example of Machine Tool cohort that Scott worked on. There was no interest in that program and it had to be canceled.

The meeting went on to discuss re- integration, innovation in programming, and the lack of population to support some trainings.

Leroy also asked if any of the remaining money could be used for youth. Mari stated that CEP is planning on doing the Youth Camp this summer but they are still trying to hire staff members. Mari went on to say that there is a lot that can be done with the youth students who are exiting High School and do not have a solid plan in place. Leroy also brought up his concern about enrollments for next year and what steps should be taken from NWWIB to address the low enrollment. There was the mutual understanding that the pandemic creates a lot of problems but numbers and programming need to go up. There are 201 participants on the WIOA Title I caseload according to the DWD dashboard for the year and 114 who are active. The board members also brought up their concerns and past experiences on how outreach is handled. PC explained his frustration on training persons who are unqualified for a position and then in the end losing the person because there is a lack of organization. He also shared his lack of confidence in the OJT program.

The discussion was concluded and Mari will reach out to partners about any concerns. Programs will continue to be monitored and perhaps some resolution will come when the Job Centers opens on June 1.

5) **One Stop Operator Quarterly Report | Ryce Davis**

Ryce reported of her travels to the Job Center facilities in Superior, Spooner, Park Falls and Ashland. She stated that she conducted her own inspection of accessibility on the buildings and reviewed past concerns and findings by DWD and others. She has developed a short list of items that need to be addressed.

6) **WIOA Local Monitoring | Melissa Rabska**

Melissa stated that she is doing her monitoring and looking at all the case files as well and the EO and fiscal aspect. She went to the Job Centers and talked to the staff in terms of enrollment and where they are at now. Her reporting is showing there are 114 individuals that are currently enrolled in the WIOA program. Melissa also said that she is still working on finalizing the monitoring report. There were no major findings to report with the files. There will be a review of the reports going out to Jeff and other parties after meeting with Ryce on Monday.

7) **NWWIB/CEP Governance Update | Mari Kay-Nabozny**

a) **New Board Office**

As of July 1st NWWIB will be moving to the new location. It is located in the New Day Advocacy shelter building at 301 Ellis. There will be three offices available as most will be working from home and there will be a new number. For administrative, meeting, OSO and EO questions please call Ryce or Mari.

b) **Meeting Schedule**

The Committee meeting will remain on June 24th.

Please make sure that this is on your calendars as it is an important meeting. The board will approve all new —policies and processes.

c) **Department of Labor Response**

Was submitted with DWD collaboratively. No word yet.

d) **DWD Monitoring Response**

The DWD response was wrapped up but no response yet.

e) **Policy Update**

–Melissa and Mari are working on the policies.

8) **Strategic Plan Review | Committee Members**

Scott has been doing an excellent job of wearing multiple hats to keep initiatives rolling forward. Any planning or events surrounding youth career camps are on hold until there are more face-to-face options in 2022. Childcare continues to be a highlight for the Board and there are many participated statewide and national forums.

The ties to apprenticeship and labor were again highlighted. Brian Nelson provided some great information on what his project is with the Duluth Workforce Council and it would be an excellent opportunity to partner in the future.

The pod casts are working out great and getting more downloads than ever.

Work on transportation solutions are on hold right now due to the pandemic.

The outreach and marketing plan is being updated, waiting until after July 1 as there has been quite a bit of work on other organizational documents that took priority. There is frequent communication with our stakeholders and legislators recently.

Key indicators are being looked at and what trends are happening. 2020 was not a good baseline year to look at trends because no persons were allowed in the building and the economies were very different than they are otherwise.

NWWIB received a grant to help with the transition to a new structure. Everything is going good in terms of bringing in resources and a lot is going on in a positive way that is advancing the workforce system. Partnerships are increasing each year and we are thrilled to have new partners involved in the OSO and with other projects..

Opportunities to impact communities exist within the American Rescue Plan.

Mike stated that Counties are receiving money and are looking at ways to spend it.

9) **Public Relations Report | Melissa Rabska**

Ryce has been doing social media posts. Scott has ready made information about the Support to Communities grant. There will also be rack cards to help people know who to call for assistance. DWD reached out to the boards for a highlight video. They are interested in doing a video about Evergrow Child care. Also the local co-op is using the round up feature for the workforce board in September.

10) **Partner Updates on Workforce Related Items**

a) **Comments and Announcements | Committee Members**

The question was asked if there was anything that the group can do with the shortage of workers. It was concluded that it is all hinged on if the extra unemployment would stop and how individuals respond at that time.

11) **Adjourn**

12) **Next Meeting Date: August 17, 2021**

