

Northwest Wisconsin Workforce Investment Board, Inc. Meeting
Thursday, March 24, 2016 – 10:00 a.m.
Lakewoods Resort, Cable, WI
Meeting Minutes

Present

Chuck Gottschall
Cindy Rouzer
Mike BeBeau
Norm Voorhees
Jerry Hembd
Ashley Moore
Brad Gingras
Bobbi Damrow
Judy Aspling
Mary McPhetridge
LeRoy Forslund
Pamela Guthman
Bambi Pattermann
Shannon Stade
Angela Hupf via phone conference

Excused

Kelly Klein
Jim Kehoe, Jr.
Jack Wichita
Tom Draghi
Jerre Eckes
PC Rasmussen, Jr.
Mic Isham
Richard Nystrom

Others Present

Jenny Decker
Mari Kay-Nabozny
Melissa Burris
Andrea Huggenvik
Thomas Michels

Call Meeting to Order

LeRoy Forslund called the meeting to order. Roll call was taken. Members present constituted a quorum. Jenny reported that the public meeting notice was published in two class a newspapers and aired on area radio stations in the WDA. Thomas Michels, DWD Labor Market Analyst was introduced.

Introduction of New WIB Member

Shannon Stade was introduced as a new WIB member representing manufacturing. She works for Marquip United in Human Resources. She lives in Phillips. Everyone introduced themselves.

Jerry Hembd made a motion to approve Shannon Stade's appointment to the WIB. Seconded by Norm Voorhees. Vote taken, carried unanimously.

Approval of the 12/17/15 Meeting Minutes

The December 17, 2015 NWWIB meeting minutes were reviewed.

Mike BeBeau made a motion to approve the 12/17/15, meeting minutes as presented. Seconded Jerry Hembd. Vote taken, carried unanimously.

Consent Agenda

Executive Committee Report

LeRoy Forslund, Executive Committee Co-Chair discussed minutes from the last meeting on February 2, 2016. LeRoy reported that the OJT program versus the classroom training topic was discussed. He noted that Brad will report on the findings of the OJT success at the next Executive Committee meeting. A mock case file will be included on the OJT report. LeRoy said the Committee was disappointed that our area didn't receive a performance award, which we missed by 1% and our area sent a letter expressing our concerns. We have not received a response, other than an acknowledgment. We received a letter indicating is the WIB has been re-constituted. LeRoy reported that Bill Eskola, Data Analyst retired after 37 years of service at CEP.

Strategic Directions & Development (SDD) Report

Mari reported that the SDD Committee met in February. Mari stated that much discussion took place on making changes to the OJT program such as making sure it's up to date and addressing other labor market concerns. Bambi Pattermann reported that the WITC foundation will provide a guaranteed 100% tuition paid program for high school seniors. The deadline is April 15th. Bobbi noted that NTC also signed on to this grant as well, along with Nicollet College, with some different stipulations. It was noted that press releases have went out about these grants and high schools have been informed.

One Stop Operator (OSO) Report

Mari noted that the OSO Committee is awaiting on draft OSO requirements from DWD. We have an OSO procurement due in the coming year. Discussion took place on the new changes to the JCW website for job seekers and employers.

Youth Committee Report

Mary McPhetridge, Youth Committee Chairperson reported that the Committee met on January 19, 2016, this year. She discussed the various youth programs and grants that are being operated and discussed new committee responsibilities under WIOA.

Mike BeBeau made a motion to approve consent agenda. Seconded by Chuck Gottschall. Vote taken, carried unanimously.

Job Center Customer Counts Update

Mari updated the Board on the Job Center customer counts report which tracks the number of customers who are utilizing Job Center services. Discussion too place about the seasonal workers who are frustrated that they have to do work search regardless if they will be going back to work.

On the Job (OJT) & H1B OJT Training Report

Mari discussed the CEP WIOA OJT report. She noted that we're using a new case management system which is a different format. She noted that we've had 27 contracts with an average wage of \$13.50. CEP has a goal of 60 this year.

Mari discussed the H1B OJT report. Mari noted that 182 contracts written since April. She noted that 710 contracts have been completed over four years which surpassed their goal of 500. This grant ends on April 1st but they asked for a no cost three month extension to do follow up and the grant is almost spent. She noted that they will be exploring other healthcare grants. They follow up on retention and wages.

Dislocated Worker Report

Mari reported that we create a new Dislocated Worker report every year. It was reported that Conway Trucking in Hayward is closing; Kmart in Superior and Caterpillar in Prentice, which might be bought by a third party buyer, which will be very good for those workers.

Regional Employment Report

Mari reported that Thomas Michels, DWD Labor Market Analyst for DWD puts together the Regional Employment monthly report. Thomas pointed out that our area is up .2% slightly but labor force is up and the number of unemployment is up. He discussed long term trends, noting the labor force is shrinking, but due to recession, people have been pushed to their retirement. LeRoy commended Thomas on his reports to the Board.

E3 Summit

Mari discussed the E3 Summit (Education and Employment, Economic Development). She noted that we plan to host another summit this year. Mari discussed the notes that were generated from that meeting. Andrea Huggenvik took all these ideas, notes and thoughts and created a document that puts this together in a way that makes sense. Andrea discussed the report that includes such items as the supply and demand side, the partners who have been involved and the programs and best practices across the state. She noted that they talked about regional workforce factors at this summit and she sorted through it to get the main themes. This document was included in the local WIOA plan and will be part of the development of the WIB strategic plan.

One Stop Operator Guidance from DWD

Mari stated that the MN Workforce Council Association includes 17 Boards. Rochelle Daniels who is an attorney, did a session with them on OSO procurement. Mari attended this meeting via conference call which took place yesterday. The final rules and regulations for WIOA are not out yet. OSO is for the operation of the One Stop partners with no money tied to it. It was noted that we're not allowed to sole source it the first year.

New WIB Committee Structure

It was noted that this structure will be further reviewed for any changes.

Grants Update

Mari discussed that they have submitted \$4.5 million worth of grants since February. She noted that the TechHire grant, which is a DOL HIB grant due in March has an emphasis on IT career pathways. The goal is to get more IT professionals into healthcare, manufacturing, etc. They are serving a lot of counties, employers and five tech colleges. Our area will write with three other WDAs. They encourage regional collaboration in this application. She explained how the program would work. They propose to serve 400 people and it's a four year grant that will serve a population of 17-29 with barriers to employment such as lack of work experience, underemployed, pregnancy, ABE deficiencies, etc. We hope to hear on whether we receive this grant in May.

Mari discussed the Retail Training Grant is a project that we partnered with the Duluth Workforce Council. We're working with WITC and a customized training in retail and working with the National Retail Federation for the training. This came about through Chicago through Walmart. Mari explained workshops, supportive services and working with a case manager. Retail is a huge part of our labor market with high turnover, due to low wage, but there is an increase in these jobs to train individuals who lack skills. This would be a credential for participants.

Opportunity for Public Comment on WIOA Local Plan

Mari reported that the WIOA local plan is out to the public for comment. The deadline for comment is March 30th. This has been advertised in all area newspapers, Job Centers. One item added was to include the five area tribes. When Mari has the final plan, she'll will inform the Board. Pamela suggested using the word collaboration in how we're reaching out to partners on page 20 of the plan. Mari will add a bullet to include that.

Action Item

Approve/Review WIOA Local Plan

Norm Voorhees made a motion to approve the WIOA Local Plan as presented and amended. Seconded by Judy Aspling. Vote taken, carried unanimously.

Discuss 2015-2018 Strategic Planning Process

Mari noted that the WIB Strategic Directions and Development (SDD) Committee is in charge of development the WIB strategic plan. The Committee completed a large strategic planning process in 2009 and it was decided that the heavily facilitated and lengthy process was not the structure we want to use in this plan. This plan will focus on areas regionally since they are diverse in their labor markets, demographics, etc. There will be the E3 Summit this summer that we could use as a feeder into the process. Jerry noted that we can include LMI information and maybe a facilitated process or a process that the SDD brings ideas to the Board for discussion. Two models are a facilitated process, driven by the

SDD Committee or a process driven by the Board. A suggestion was made to allow the SDD to drive the process and then include Board members. Mari noted that any WIB member is welcome to the SDD Committee meetings. Thomas Michels will do a new regional document to assist in this process. There will be two meetings in June and September and a review in December.

WWDA & NAWB Update

It was reported that Mike BeBeau and Mari attended the NAWB conference in Washington, D.C. in March. Mike felt the general sessions were very good and discussed sessions on how the speed of technology is advancing and will change things in the workforce. He attended a session on how to make your volunteer boards more effective. Mari noted that the general session was very good and the exponential growth of data, predicted by 2023 indicates that a computer will have the intelligence of a human. Mari discussed the futurist who held a session. She attended session on procurement and a session on poverty. She noted that they will gain more next year when there are final rules and regulations.

WWDA is doing an RFP for an association management. Mari is contracted with the WWDA until June 30th on an interim basis after their Executive Director resigned.

Business Conference/Visions Northwest Event

Mari reported that the, NWWIB, Visions Northwest and Northwerd are partnering up to provide the RISE session. She said there's a session on April 7th in Siren and in Ashland on May 12th. Melissa noted the dates are on the PR report. She noted that it costs \$12 to attend which includes breakfast and it lasts two hours.

LeRoy encouraged members to attend and noted anyone can register online. This is an alternative to the Business Conference.

Public Relations Report

Melissa reported that the PR report is included in the packet and much of the information on the report was discussed at the meeting today. Andrea discussed the OATS grant working with St Croix and LCO tribes.

Other Business

Brad reported that Crex is almost set to go this summer. Since there is less funding for in school youth, DVR has been sending participants to camp, which is helping to sustain the camp. Brad said still they're continuing to work on funding for a new mess hall.

Judy discussed the Governor's planning meeting that she and Mari listened in on. She talked about the Fox Valley program called Talent Upload which has the goal to bring more people to that area. They partnered with employers in that area to invest dollars to reach out and identified schools in the Midwest who have this type of program.

Mari noted that Bobbi Damrow, Brad Gingras, and Shannon Stade are working on a similar concept called Price in Progress in the Price County region. They have had three successful meetings so far, with business leaders and young adults identifying differences between them and the development of work groups for retention and recruitment. There are 30-50 people coming to these meetings.

A question was raised if CEP is doing an Industry in Demand day. It has been seven years since the last event was held. It was noted that CEP has similar programs in the works. Norm noted that three years ago, they held an event for the Building Trades industry with area school districts to get youth interested in careers in the construction field. They did one at the DEC in Duluth and 600 students attended. Scott Javner noted they've done a similar event, taking a different approach by focusing on academics needed, such as math required to do these jobs. He noted that 5% of college grads will make more than what the skilled trades occupations provide. Scott represents the plumbers, steamfitters and HVAC. Mari noted there will be money available through the state for apprenticeship opportunities. It was suggested that Scott and Norm give the Board a presentation on apprenticeships.

Bambi Pattermann noted that WITC received funding for mechatronics training starting this summer.

LeRoy Forslund recognized Jerre Eckes for 17 years of service on the WIB. He represented Unemployment Insurance. Jerre was unable to attend this meeting.

Next Meeting Date & Location

The next meeting of the NWWIB, Inc. will take place on Thursday, June 23, 2016, at 10:00 a.m. at a location to be determined. Suggestions were made to consider an industry tour in Phillips, possibly at Marquip.

Adjournment

A motion was made by Chuck Gottschall to adjourn at 12:00 p.m. Seconded by Norm Voorhees. Vote taken, carried unanimously.