

Northwest Wisconsin Workforce Investment Board, Inc. Meeting
Thursday, December 15, 2016 – 10:00 a.m.
WITC Campus - Superior, WI

Meeting Minutes

Present

Chuck Gottschall
Cindy Rouzer
Mike BeBeau
Jeff Muse
Mic Isham
PC Rasmussen, Jr.
Ashley Moore
LeRoy Forslund
Richard Nystrom
Mary McPhetridge
Bambi Pattermann
Jerry Hembd
Ruthe Batulis
Brian Nelson
Kelly Klein, via conference call
Angela Hupf, via conference call

Excused

Sue Andreo
Jim Kehoe, Jr.
Judy Aspling
Tom Draghi
Jack Wichita
Bobbi Damrow
Jennifer Shearer
Shannon Stade
Scott Javner

Others Present

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

Call Meeting to Order

LeRoy Forslund called the meeting to order. Roll call was taken. Members present constitute a quorum. Jenny reported that the public meeting notice was published in two class A newspapers in the WDA. Ruthe Batulis and Brian Nelson were introduced as new members on the NWWIB who will be approved by the NWWIB later on the agenda.

Bonnie at WITC gave a brief presentation about the WITC Superior campus, including the changes and renovations that have taken place there.

Approval of the 9/22/16 Meeting Minutes

The September 22, 2016, NWWIB meeting minutes were reviewed. Jenny noted one change that included Andrea Huggenvik was present.

Richard Nystrom made a motion to approve the 6/23/16, meeting minutes as amended. Seconded by Mike BeBeau. Vote taken, carried unanimously.

PC Rasmussen, Jr. noted that the Governor is holding a closed listening session and there are available seats tomorrow at the Lakewood's Resort in the late morning. He noted if anyone is interested in going, they can get on the list for the Governor's approval.

Approval of New NWWIB Members

Several new NWWIB members were introduced that require NWWIB approval. They are Ruthe Batulis who will represent professional services; Jennifer Shearer of ICAA who is the new CEO; and Brian Nelson of the Ironworkers Association, replacing Norm Voorhees.

A motion was made by Mike BeBeau and seconded by Jerry Hembd to approve the appointments made by the CLEOs to the NWWIB Board. Vote taken, carried unanimously.

Ruthe and Brian both introduced themselves, along with everyone else on the Board and NWWIB staff.

Consent Agenda

Joint NWWIB/CEP Executive Committee Report

Mari discussed minutes from the last meeting on 10/10 and 11/14. Notable items include staff turnover since July at CEP which Mari explained. She noted that there has been a dry streak with grants, but it's due to more of an urban focus on those who are receiving grants. We have negotiated our performance measures for this year and DWD has not raised them for the first year. There are no repercussions in performance in the first year. She talked about the EO monitoring that was done in 2015 and the subsequent actions.

Strategic Directions & Development (SDD) Committee Report

Jerry Hembd, SDD Vice Chairman reported that the Committee met on 12/6. Jerry noted that the Committee has worked on the WIB Strategic Plan for the last year. He noted that this was done in house without hiring consultants. He explained that we're moving forward, and acknowledged Mari, Melissa and those who were instrumental in getting this completed. He discussed the E3 Summit, the RiSE Summit that brought education, employment and training and economic development together to help with data for the strategic plan. It was noted that Thomas Michels of DWD has gathered a lot of data that has helped in this effort.

One Stop Operator Committee Report

Chuck Gottschall explained that the One Stop Operator Committee met in October. The main issues were Job Center Guidance updates and monitoring follow up updates. He noted that discussion took place on America's Job Center branding. He discussed a rapid response meeting for Owen's Corning in Ladysmith and he's not sure if they'll be TAA eligible. There will be a meeting on January 18th in Ashland

with DWD and partner agencies to discuss how performance measures will be tracked and how to proceed under WIOA.

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

Job Center Customer Counts Update

Mari explained that the Job Center Customer report calculates all the customer visits to the Job Centers. There's nothing outstanding in this report regarding any major increases or decreases in traffic. Jenny distributed the graph chart through November of 2016. Mari noted that we're using iPads to have customers sign in which will give us a greater amount of data to use in planning and decision making. Two other WDAs are collecting data electronically. She distributed our first preliminary report using the iPads. She said the most important data is track the reason that people are coming and how we can improve our services to job seekers. On January 1st, the iPad sign in will be implemented in all the Job Centers. This has been piloted in Ashland with success so far. It was noted that Unemployment Insurance will be eliminating entering claims over the phone and it has to be done via computer.

On the Job (OJT) & H1B OJT Training Report

Mari discussed the CEP OJT report. Since July 1, 2016, there have been ten OJTS written. The average hourly wage is \$13.12, with training hours at 340 and cost per contract is \$2,204.80. It was noted we're behind on OJTs, but once CEP hires new staff, we should get up to speed.

Regional Employment Report

Mari reported that Thomas Michaels, DWD Labor Market Analyst for DWD puts out the monthly employment report. This report is not seasonally adjusted so we need to look at year to year changes. Milwaukee has the largest year to year change and our area the second. It was pointed out, that if you look at the United States, Wisconsin has the 14th lowest unemployment rate but has a higher unemployment rate than Minnesota and Iowa. Northwest Wisconsin has increased labor force by 1,000 and the number of individuals moving here is at 1,500 and the number of unemployed has decreased by 400. Our area has the largest labor participation rate than any WDA in the state.

Dislocated Worker Report

Mari discussed the dislocated worker report in the packet. She noted that with vacancies with the CEP Business Services staff, we don't have a report. She noted that CEP did a rapid response meeting for Enbridge, but only one person attended. The Steak Pit in Washburn is closing, noting that many of the affected employees are retiring, but we did bring dislocated worker information to them. OEM in Phillips had 20 laid off employees that were called back. Mari discussed the Owen's Corning closure in Ladysmith that affected around 70 workers.

RiSE3

Mari noted that the NWWIB hosted the RiSE3 session done world café style, which took place on October 20th at Lakewood's Resort in Cable. She referred the Board to handouts on the data compiled from the questions asked of those who attended. Mari discussed the themes and words that were mentioned the most.

Industry Events Update

Mari noted that she and her WIB staff, Melissa Burriss and Andrea Huggenvik have been working with Visions Northwest on a wood working logging initiative. It's an over looked industry but a huge part of our economy. She discussed another regional initiative, working with three healthcare providers. It's called Superior Talent. This has been done in IT in the Fox Valley area and has been a success there. She noted that they're looking at working with seven educational institutions. They're still waiting to hear about the Bremer Grant that will look at recruitment and retention of individuals.

Young Professionals Initiative

Andrea Huggenvik, WIB Sectors and Strategy Coordinator distributed a handout about the Young Professionals program, which has the focus of bringing and retaining young professionals to our area. She attended a meeting where this is being done in other areas across the state. She noted there will be events hosted in our area to educate and network with the community to coordinate talent attraction and retention for young professionals to our area. Young Professionals week will take place in April.

Grants Update

Mari noted that the WIB submitted America's Promise grant in partnership with Northcentral WDA. However, we did not receive the grant.

She noted that we partnered with North Lakes, and they submitted a HRSA grant.

KACL is another grant the WIB staff are reviewing and the Retail Initiative grant.

Action Item: Approve NWWIB Strategic Plan Update & Discussion

Mari noted that the NWWIB completed their draft WIOA strategic plan for 2017-2020 which was emailed out to the NWWIB members in advance. The final draft plan was distributed to the Board, which Mari explained page by page. She explained that its focus is collaborating with various partners, such as economic development and education. She noted that the document distributed is a draft strategic document. A suggestion was made to divide the clusters in the word cloud. On page three, in the second paragraph, a suggestion was made to list the Tribes. It was noted that we need to have access to Tribal data. Jeff Muse and Mic Isham will check into Tribal data. Mari discussed the 1.2 version of the plan, since it was updated and it's noted on the document. She explained this will be a working document. She noted statements were bolded to show the important issues facing our area. Mari discussed the score card piece and work with area partners to measure this. Mari noted that if there are any questions, please bring them to her or anyone on the Strategic Directions Committee. She noted

that we need to increase the number of Out of School Youth that we serve in our area, and we need to work with other partners to work with this population 18-24. It was noted that we need to increase broadband in our area to help young individuals and others to advance their skills.

Mic Isham made a motion to approve the NWWIB Strategic Plan with the changes noted. Seconded by Ruthe Batulis. Vote taken, carried unanimously.

WIPFLI Audit Update

Mari reported that the audit was clean.

State & Federal Updates

WWDA Sate Association Management

Mari reported that the current U.S. Department of Labor Secretary appointee is Andy Pudzer who is owner of Carl Jr. the fast food chain formerly known as Hardees.

Public Relations Report

Melissa Burris, NWWIB Public Relations Coordinator explained the PR report included in the packet. She talked about RiSE3 Summit. She discussed the Retail training program and how they're getting more employer interest with incumbent worker training. She noted that we partnered with DVR on training. There have been eight individuals who have taken the program and one did not pass and they will work on doing a retake. The WIB has become a testing site rather than having people drive to Superior to take the exam. She discussed a candidate named Eloise who passed her retail exam and is actively looking for employment. She noted all the analytics on the back page of the PR report.

Other Business

Richard Nystrom discussed an article about unemployment and tax rates decreasing.

Jerry Hembd, WIB member who represented UW Superior is retiring from his job and the WIB Board. Jerry was recognized for his 12 years of dedicated service.

Next Meeting Date & Location

The next meeting of the NWWIB, Inc. will take place on Thursday, March 23, 2017, at 10:00 a.m. at the Spooner Hospital or another location to be determined.

Adjournment

A motion was made by PC Rasmussen to adjourn at 12:00 p.m. Seconded by Richard Nystrom. Vote taken, carried unanimously.