

**Northwest Wisconsin Workforce Investment Board, Inc. Meeting**

**Thursday, March 23, 2017 – 10:00 a.m.**

**Washburn Cultural Center - Washburn, WI**

**Meeting Minutes**

**Present**

Chuck Gottschall

Cindy Rouzer

Mike BeBeau

Jeff Muse

Mic Isham

Judy Aspling

Ashley Moore

Shannon Stade

LeRoy Forslund

Sue Andreo

Mary McPhetridge

Bambi Pattermann

Kelly Klein

Tom Draghi

Andy Donahue

Ruthe Batulis, via conference call

Angela Hupf, via conference call

Amber, NTC alternate via conference call

**Excused**

Bobbi Damrow

PC Rasmussen, Jr.

Richard Nystrom

Jim Kehoe, Jr.

Jack Wichita

Brian Nelson

Jennifer Shearer

**Others Present**

Mari Kay-Nabozny

Jenny Decker

Melissa Burris

Thomas Michels

Andrea Huggenvik

Sandy Carley, LCO

Danielle Carley, LCO

Roy Jonjak, LCO

**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 in the WDA.

**Approval of the 12/16/16 Meeting Minutes**

The December 16, 2016, NWWIB meeting minutes were reviewed.

Mike BeBeau made a motion to approve the 12/16/16, meeting minutes as presented. Seconded by Mic Isham. Vote taken, carried unanimously.

**New WIB Members**

It was reported that Andy Donahue, Director of UW Superior Small Business Development Center (SBDC) is replacing Jerry Hembd who retired from UW Superior and the NWWIB.

**A motion was made by Jeff Muse and seconded by Chuck Gottschall to approve Andy Donahue's appointment to the WIB Board. Vote taken, carried unanimously.**

Andy Donahue introduced himself, along with everyone else on the Board and staff.

### **Consent Agenda**

#### **Joint NWWIB/CEP Executive Committee Report**

Mari discussed minutes from the last Executive Committee meeting on March 13<sup>th</sup>. She reported that there was a change in WIOA Title 1 Youth Policy that involved helping people get their GED, and youth who can't pass their GED and need some assistance. CEP hired a new Youth Services Manager/Crex Camp Director. Mari noted that under the WIOA Youth Procurement policy, money was retained by CEP for In School Youth (ISY), but Out of School (OSY) funds will go out for bids. LeRoy discussed not using the term "other business" on agenda.

#### **Strategic Directions & Development (SDD) Committee Report**

Judy Aspling, SDD Chair reported that the Committee met on 2/21. Judy explained that Mari distributed a dash board to follow progress on the NWWIB strategic plan. It was noted that the strategic plan is a living document, which can be changed.

#### **One Stop Operator (OSO) Committee Report**

Chuck Gottschall, OSO Committee Vice Chairman explained that the One Stop Operator Committee met on February 21<sup>st</sup>. The main discussion is the DOL requirements of OSO infrastructure plan. He noted that Job Center partners are getting information in place. The OSO procurement is up for RFP. It was noted that our area will apply as a consortium. Chuck noted Job Service has a lot of TAA stuff going on and discussed some area closures that were TAA certified, and where Rapid Response meetings were held. DVR had some staffing changes that were discussed. Jeff Muse from CEP noted that ACA enrollment ended and some CEP staff positions were being filled. Chuck noted that he, Mari and Jeff will attend Collaborat8 in Steven's Point next month. Mari discussed the Construction Essentials program that she'll discuss later on the agenda. Mari reported that Reba Rice, Director of the NorthLakes Clinic is working to get some hours with the Job Center in Iron River for recruitment and to assist with job seekers.

#### **Youth Committee Report**

Mary McPhetridge noted that the Youth Committee met in January and discussed changes under WIOA. CEP has hired a new Youth Services Manager. Rescue Divas will host another program during the second week of June to educate high school females about EMT occupations. She also discussed Medical Discovery Days and the Young Professionals week, that will be discussed later on in the agenda.

**Mike BeBeau made a motion to approve consent agenda. Seconded by Judy Aspling. 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. She referred to the report in the packet. She noted that the Job Centers instituted an iPad sign in to track how many people are coming in and the reason why, where they're from, etc. She referred to the document in the packet, noting how many people came in during the month of February. She explained what other questions are involved on the electronic form. She noted that we are tracking UI visits, since there's an enormous amount of time staff are spending on UI. On the list of reasons for using the Job Center, the use of copy machines, fax and job club was included. Mari will provide this data at every WIB meeting and create a larger report twice a year, including DVR's clients coming in. It was noted that DVR isn't sure numbers will be calculated due to confidentiality.

### **On the Job (OJT) & H1B OJT Training Report**

Mari discussed the CEP OJT report. Since July 1, 2016, there have been 27 OJTs written by CEP. Their goal is 60 per year. It was noted that DVR has 16 OJTs for adults and 6 for youth. CEP plans to change their process in how they do them.

### **Regional Employment Report**

Thomas Michaels, DWD Labor Market Analyst generates a monthly employment report. This report is not seasonally adjusted so we need to look at year to year changes. Thomas discussed Wisconsin's employment for the third quarter in 2016, which increased 1.3% for our ten northwest counties. At the state level, UI increased 6.1% and our region 5.1%. He discussed the UI report. He noted we should look at the year to year changes due to seasonal employment. The nation's unemployment decreased 2.2% and our counties decreased .5% and our area is decreasing faster than the country as a whole, which is good news. He noted that once we're in the summer months, employment trends will change. Wisconsin has the 14<sup>th</sup> lowest UI rate in the country. He discussed other data trends and percentage changes on the number of people employed and unemployed, which had more positive news.

### **Dislocated Worker Report**

Mari reported that there has not been any large dislocations. Mari asked members if there's anything local dislocations that Board members may know of in their local area. Melissa noted that the Subway in Cable closed. It was reported that Ashland Floral in Ashland has closed.

### **RiSE3 Summit**

Mari noted that the RiSE3 Summit is put on by the NWWIB, Visions Northwest and NorthWerd. The RiSE3 events are being sponsored by Enbridge and WITC and will be offered in three different locations. It costs \$10 and breakfast is included. Mari noted that you can register online or email her. The events will be held in Shell Lake, Hurley and Ladysmith.

### **Industry Events Update**

Mari noted that the NWWIB and WITC are working together on a ten week Construction Essentials program which will allow eligible candidates to receive a technical diploma upon completion. She noted

that we recognize a need for a continuous pipeline for construction workers and apprenticeships. There is a pre apprenticeship piece that the federal government is focusing on. There are a number of individuals interested in the Construction Essentials program, along with DVR clients and referrals from employers. WITC covers tools and the CEP covers the tuition. LCO has done a similar program that was successful and Bayfield School is going to implement a program as well. There are 80 hours of math included in this curriculum and an intensive remedial piece added to make sure we help people get up to speed.

### **Superior Talent**

Mari reported that Superior Talent is a NWWIB led initiative with the North Lakes Clinic and the Northern Lights Nursing home. She noted that this is modeled off a program that exists in Fox Valley. The focus is to bring healthcare grad students to the Ashland region who are in grad school in various specialty occupations up here to tour seven facilities and all communities in between with healthcare clinics. This will be done in October, knowing they graduate in May. The goal is to recruit 12-15 students. Sponsors are being recruited to help pay for this initiative. If this is successful, this will be replicated in other communities with other occupations. The sponsorships will pay for most of it and the cost to put this together is around \$15,000. This will be hosted in the northern Wisconsin area. Andrea noted we are inviting partners/spouses as well, to help them get connected and want to stay here. Outreach is being done through career services, which Melissa is heading up. It was noted that on the employer end, North Lakes and Northern Lights are working together.

### **Red Cliff Health Resources Fair**

Mari reported that Brad Gingras, Executive Director of AHEC is working on the Red Cliff Health Resources Fair initiative but there are no updates on it at this time.

### **Construct Tomorrow**

Mari reported on various construction based career job fairs taking place to show students what types of careers are available in the construction field. Construct tomorrow was recently approved to go outside of Minnesota. This will be pushed to the spring of 2018. The first event will take place in Ashland with area schools. Mari asked board members where there are other needs outside of construction. It was noted to look at best practices. Tom Draghi discussed the Promise grant to help students under the age of 18 and to provide employment and training services to the entire family, since this is can be generational to change mindsets of this population. A question was made on ways to change the mindset of employers to meet the needs of changing generations. A discussion took place on what other WDAs are doing and other employers. Discussion took place about flex time that helps employees or other incentives to retain employees. It was noted that people like to work and live where they can play. Sue Andreo noted that the millennials really like the flex time at the UI office. She noted they have to get their 40 hours in, no matter what their schedule is, as long as they get their work done. She noted that we have to be more flexible. It was noted that in shift work, you can select the shift that fits your life. It was noted that construction essentials does not include CDLs and road work, but it was noted that it possibly could later on. WITC is offering CDL B training and partnering with LCO.

### **Young Professionals Initiative**

Andrea Huggenvik, NWWIB Sector and Strategy Coordinator discussed Young Professionals (YP) week, which is about building communities that attract people to move here and to retain people who already live here. There are four communities committed to this initiative which are Price County, Superior, Hayward and the Chequamegon Bay area. This is also a statewide initiative. This will take place at the end of April. There are a number of events planned that involve outdoor activities such as making maple syrup, wineries, restaurants and to look at the other amenities our area provides that will encourage individuals to stay. She noted that through twitter chat, they're reaching out to a lot of people. Andrea noted that they're doing Facebook and mailing announcements to get the word out.

### **Grants Update**

Mari noted that the NWWIB submitted a grant to the Bremer Foundation but the NWWIB didn't receive it. She noted the NWWIB submitted a \$500,000 grant for Artplacemaking. She reported that they're generating revenue from Ashland Area Development Corporation (AADC) social media piece that Melissa will head up. Mari noted that NWWIB will talk to LCO about the Youth Build grant.

### **WIOA Coordinated Monitoring Closeout and Adjustment**

Mari reported that our monitoring for program year 2015 from DWD is closed out and everything was good. There was one finding, which was defended and DWD determined that it wasn't a finding after all.

### **Action Item: Approve WIOA OSY Procurement**

Mari reported noted that CEP Board and WIB Youth Committee approved the Youth Procurement process. The OSY funds are estimated at \$410,000 and is out for bids. The WIB has received two letters of intent. There's a sub-committee set up by the Youth Committee who will review and score and the proposals and then come back to the WIB Board for approval. After that, it will go to the CLEOs for endorsement. The proposals are due on April 1<sup>st</sup> at 4:00 p.m.

<p><b>Mic Isham made a motion to approve the WIOA OSY Procurement proposal with the changes noted. Seconded by Mike BeBeau. Vote taken, carried unanimously. Jeff Muse abstained.</b></p>
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### **State & Federal Updates**

Mari noted that a new federal DOL Secretary appointment has been made. Tom Draghi and Mari Kay-Nabozny will be attending the NAWB conference in D.C. this weekend to see what changes may take places under WIOA. The Governor's CWI is getting restructured again. Mari is interested in getting on a Committee once that is figured out. The new DWD Local Program Liaison (LPL) Aaron Sarbacker was introduced.

### **Action Item: Review/Approve ITA Application:**

Jenny reported that she needs WIB approval for an Individual Training Account for a CEP client to take the Animal Assisted Therapy certificate program. She noted under WIOA, training programs that are not on the state's site of eligible providers must be approved by the Board and DWD to be placed on the

state's list of eligible training program. The training program that needs approval is a certificate program in Animal Assisted Therapy offered through the Animal Behavior Institute out of Durham, North Carolina.

**A motion was made by Mic Isham to approve the ITA presented. Seconded by Judy Aspling. Vote taken, carried unanimously.**

### **Public Relations Report**

Melissa Burris, NWWIB Operations and Communications Manager explained the PR report included in the packet. Melissa noted that the WIB has been in the news a lot. Ever since the strategic plan was approved, they've been able to start accomplishing goals of the plan. She discussed the Positively Superior news publication where an article about Talent Attraction was published. Melissa and Andrea were highlighted in Business North regarding their new roles under the strategic plan. There was a joint article by Melissa Burris and Mary Zinnecker of CEP on OJTs which has helped bolster the program. She discussed the Young Professionals (YP) week and the Bubbler Awards which is to recognize employers in Wisconsin that are making strides on helping to attract and retain talent. No one was selected for the Bubbler Award. She discussed YP week and where she marketed this initiative. She noted that whenever we get new board members we send out a press release about this. Melissa asked the Board that if they see a news release on NWWIB activities, please let her know since we don't have subscriptions to all area papers and many are only weekly and monthly and not online. Mari noted that the strategic plan was marketed in every media outlet in the region. Melissa referred to the PR report in the packet. She noted that they did a press release on the RiSe events. She reported that she's working with Mary Zinnecker of CEP on promoting the new Job Center hours in Iron River. She's also doing press releases on Superior Talent to schools, employers, etc. She discussed a success story from CEP on the good work that we're going. Mari noted that the WIB would like to hear other partner's success stories. Aaron noted that he forwarded our success story to the DOL regional office in Chicago as they like to hear these types of stories.

### **Comments and Announcements**

None

### **Next Meeting Date & Location**

The next meeting of the NWWIB, Inc. will take place on Thursday, June 22, 2017, at 10:00 a.m. in at the Spooner Hospital where a possible tour will take place, following lunch.

### **Adjournment**

A motion was made by to adjourn by Mic Isham at 12:00 p.m. Seconded by Mike BeBeau. Vote taken, carried unanimously.