

**Northwest Wisconsin Workforce Investment Board, Inc. Meeting  
Thursday, June 22, 2017 – 10:00 a.m.  
Lakewood's Resort - Cable, WI  
Meeting Minutes**

**Present**

Chuck Gottschall  
Cindy Rouzer  
Mike BeBeau  
Jeff Muse  
Mic Isham  
Bobbi Damrow  
Ashley Moore  
Jennifer Shearer  
Jack Wichita  
LeRoy Forslund  
Sue Andreo  
Bambi Pattermann  
Brian Nelson  
Andy Donahue  
Ruthe Batulis  
PC Rasmussen, Jr.  
Richard Nystrom  
Jim Kehoe, Jr.  
Tom Draghi  
Angela Hupf, via conference call

**Excused**

Kelly Klein  
Judy Aspling  
Mary McPhetridge  
Shannon Stade

**Others Present**

Mari Kay-Nabozny  
Jenny Decker  
Melissa Rabska  
Thomas Michels  
Andrea Huggenvik  
Maryann Ledin  
Aaron Sarbacker  
Nancy Mistele

**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. Guests included Aaron Sarbacker, DWD Local Program Liaison and Nancy Mistele, Director of the DOA Office of Business Reform.

**Approval of the 3/23/17 Meeting Minutes**

The March 23, 2017, NWWIB meeting minutes were reviewed.

James Kehoe made a motion to approve the 3/23/17, meeting minutes as amended. Seconded by Jack Wichita. Vote taken, carried unanimously.

### **Effective Engagement with Government 101**

Nancy Mistele, Director of the Office of Business Reform with the Wisconsin Department of Administration introduced herself. She explained that her job is to support businesses all over the state of Wisconsin. She said the mission of the Office of Business Reform is to advocate for business from the inside, as an ombudsman and to help cut through the red tape. She said she needs our help in business reform and noted that many people in government don't have the private sector experience. It was suggested to have Nancy come to speak in Superior. She is willing to speak to any group and get the word out. She will send the Board her full presentation for reference and to share with other agencies.

### **Consent Agenda**

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

LeRoy discussed the meeting minutes from the Executive Committee meeting on June 12<sup>th</sup>, and reported that it was a busy agenda. They approved a number of items such as Incumbent Worker Policy, the audit report, and all NWWIB and CEP organizational documents. Mari explained the WIB employee lease agreement. It was noted Board members need to fill out the Conflict of Interest/Code of Standards forms, which is done annually. The PY17 preliminary budget was reviewed and an ITA was approved for a client at CEP.

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

James Kehoe, Jr. SDD Vice Chairman reported that the Committee met on 6/20. He reported that the Committee invited a staff member from Ashland County Human Services who explained their services and how they impact ours. Mari explained the in demand occupations in our ten county area. Under WIOA we have to fund in-demand occupations that we need to define and referred to document about this which is subject to change. She noted that we need to effectively work with individuals with barriers to employment and get them properly trained. This will govern where we invest our money for the greatest economic impact and is relative to just our ten county region.

#### **NWWIB One Stop Operator Committee Report**

Jack Wichita, OSO Chairman explained that the One Stop Operator Committee met on June 20<sup>th</sup>. Jack noted that there is a new OSO MOU that establishes what the Job Center partners do and how much they contribute. Madison provided the template for us to fill in. He noted that we have an effective allocation plan and we got an extra thank you from Madison on how well our plan was put together. Jack discussed the Job Center re-certification process and a Job Center customer satisfaction survey. He noted there will be a cross training with partners to discuss roles and responsibilities and future roles. He discussed the CEP Crex Camp and the NWWIB Construction Essential Program, which will educate students on the basic fundamentals in construction.

### **NWWIB Youth Committee Report**

Mari noted that the Youth Committee met in June. The Committee discussed the OSY Procurement Process which will be discussed later. CEP's LEAP program was discussed and it was noted where improvements could be made. The Academic Career Planning (ACP) program was discussed. She discussed partnering with NWRPC on Inspire.

### **NWWIB Joint NWWIB/CEP Joint Conference Committee**

LeRoy, Co-Chair of the Joint Conference Committee reported that they met on June 12<sup>th</sup> to discuss the performance of the NWWIB CEO and the CEP Executive Director, which is done twice a year. The Committee is responsible for performance reviews, vacancies and hiring of these positions. They decided they wanted more detail on the evaluations. They were satisfied with the performance of the NWWIB CEO and CEP Executive Director, however, they want more information from them on goals and expectations. Mari thanked Ruthe for her help on the 360-degree evaluation process.

**Mike BeBeau made a motion to approve the 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. She referred to the report in the packet and explained that the Job Centers instituted I Pad sign ins to track how many people are coming in, the reason why, where they're from, etc. She reported that during the month of April and May, there were 1,877 visits. She noted that the Superior Job Center is the busiest. It was noted on the sign in, around 80% of respondents indicated that they do not want more information emailed to them about Job Center services. About one third of our visits involve unemployment insurance assistance. The Job Centers are not funded by unemployment insurance. The staff are spending more time with UI and it takes time from helping those who are needing services that are funded at the Job Center. Discussion took place on how much time is being spent helping those on UI. Further discussions with key staff will take place on how to address this issue.

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

Mari discussed the CEP OJT report. Since July 1, 2016, there have been 51 OJTS written by CEP. Their goal is 60 per year.

### **Regional Employment Report**

Thomas Michaels, DWD Labor Market Analyst generates a monthly employment report. Thomas discussed the reports from June and July and noted that unemployment has decreased year to year changes. The nationwide map has Wisconsin tied for the 5<sup>th</sup> lowest unemployment rate in the nation. In our region, the UI rate is up 1.9%. Mari noted that while unemployment has decreased, this report is not seasonally adjusted. The QCW report included in the packet was discussed that has the fourth quarter numbers for industries in our region. Wisconsin had .9% growth, and shows that we're lagging in

growth and wages, which are down. Thomas encouraged Board members to review this report on their own and to follow up with him on any questions.

### **NWWIB Strategic Plan - Dashboard**

Mari discussed the NWWIB Strategic Plan Dashboard handout included in the packet. This report is generated by quarter so NWWIB Board members can see how we are progressing on strategic plan outcomes. Quarter 2 was discussed. Mari discussed the WAGES grant from DWD and noted it has been tough to get employers on board with this initiative. She explained our area needs to work more to increase apprenticeship opportunities and that we'd like to see a medical assistance apprenticeship, which is a high demand occupation. She discussed the cohort based training where staff are doing case management. She noted that we're meeting all our performance standards. She noted the NWWIB submitted \$700,000 in grants last year.

### **Initiatives & Projects Review: Talent Attraction Update**

#### **Young Professional (YP) Week & RiSE**

Mari reported on the Young Professionals Week that took place in April and discussed the handout in the packet. She noted that we're going to try to do another YP summit in August. She reported on the RiSe initiatives focusing on young professionals and how we want to expand this to other areas. Mari thanked Andrea Huggenvik for her work on these projects.

### **Superior Talent**

Mari updated the Board on the Superior Talent initiative. She noted that a Healthcare Summit will be taking place on Monday.

### **Industry Strategies Update:**

#### **Construction Pathways**

Mari explained the Construction Pathways handout included in the meeting packet. This is a brand new concept for the NWWIB. WITC contracted with the NWWIB to do a ten-week program Construction Essentials program that included 80 hours of math and resulted in a technical diploma. The program lost seven people in the early weeks and ended up with eight. The students built two sheds to be donated to two non-profits. They did their course work and building of sheds at the Ashland Area Development Center. Area construction owners emphasized the huge demand for skilled workers. It was noted that staff will follow up on the WIOA clients and DVR will follow up on their clients who went through the program.

### **Retail Training**

Mari referred to a handout distributed on the National Retail Federation. The NWWIB provided a ten hour retail training with DVR. Mari reported that she talked to staff at the Hospitality Association about doing short-term trainings. This also opened up a discussion with NTC to look at credit for prior learning and a way for participants to ladder into their education programs. There are 50 youth anticipated for this summer's trainings, with two instructors. She noted that the NWWIB also brokered a customer

service training for incumbent workers at Legendary Waters Casino in Red Cliff. She noted that they're working on promoting this more with chambers and other groups as well. It was noted that this is an opportunity to create value to change the perceptions of these type of occupations and giving clients a certificate helps boost their confidence.

### **Construct Tomorrow**

Mari reported on various construction based job fairs for students to see what type of careers are available. This will be promoted in the spring of 2018. The first event will take place in Ashland with area schools.

### **NWWIB Roles Activity**

An activity handout was included in the packet for NWWIB members to fill out. There are eight roles that the NWWIB can/does perform which Mari explained. Mari encouraged members to list what is priority for them and then circle what they feel the most important role of the NWWIB is. The NWWIB staff will tally up their responses.

### **Grants Update**

Mari noted that the NWWIB submitted a Bremer grant, but they did not receive it. They submitted a \$500,000 grant for the Artplacemaking initiative. She noted that the NWWIB is generating revenue for Ashland Area Development Corporation's social media that Melissa Rabska will head up.

### **Action Item: Review/Approve NWWIB Program, Fiscal, EO Monitoring & Administrative Policies**

Melissa explained a memo included in the meeting packet regarding internal monitoring. Her role with the Board is to set up those firewalls, review and provide oversight for the Administrative Entity CEP. Melissa noted she has a link to the entire document that she can share. There were no red flags on the monitoring she conducted on participant files, the Field Level Operating Procedures Manual and the Fiscal Procedures Manual. She noted that EEO is marked as draft since we're waiting for an assessment that was just received and she'll report on that at the next meeting.

**Brian Nelson made a motion to approve the WIOA internal monitoring report as presented. Seconded by Jack Wichita. Vote taken, carried unanimously.**

### **Action Item: Approve WIOA PY17 Preliminary Budget**

Mary Ledin, NWWIB/CEP Finance Director explained the PY17 budget. She indicated that she just received her state allocations a minute ago, so everything on her report is based on an 8% decrease. She explained that the decrease in staffing is due to a retirement and not refilling of a position. She discussed the operational budget and briefly discussed the board budget which is reflective of spending in the past. She discussed the WIOA grants which comprises approximately half of our operating budget. It was noted that increased mileage is coming from WIOA related projects. Page six shows PY17 allocations. She noted that the next time the Board reviews this, she'll have firm numbers. She discussed grants and other revenues, noting the amount of grants have decreased since there has been less grant

opportunities. She discussed carryovers and client services costs. She noted grant specific activities have increased such as ACA. Mari noted that she just received news that our area allocations will not decrease.

**Mike BeBeau made a motion to approve the PY17 preliminary budget as presented. Seconded by Richard Nystrom. Vote taken, carried unanimously**

**Action Item: Approve WIOA Out of School Youth Procurement**

Mari reported that the WIOA Youth RFP was put out in spring and had one respondent, which was CEP. The NWWIB Youth Committee made a recommendation to award the Youth OSY Procurement to CEP.

**Chuck Gottschall made a motion to approve the WIOA OSY procurement be awarded to CEP. Seconded by Ruthe Batulis. Vote taken, carried unanimously.**

**Action Item: Review/Approve Incumbent Worker Training Policy**

Mari reported that the Incumbent Worker Training policy needs to be revised under WIOA, which Mari explained. The policy was included in the meeting packet. Under WIA, a waiver was required from the state to do incumbent worker training, but we do not need one under WIOA.

**A motion was made by Richard Nystrom to approve the Incumbent Worker Training policy as presented. Seconded by Jim Kehoe, Jr. Vote taken, carried unanimously.**

**State & Federal Updates**

Mari updated everyone on the OSO MOU Agreement and said that she has most the required signatures. The OSO Committee is also doing an OSO continuous improvement plan that they're working on.

Mari reported that CWI has new committees.

Mari reported on the WIOA convening meeting in Dallas.

**Public Relations Report**

Melissa Rabska, NWWIB Public Relations Manager explained the PR report included in the packet. She noted that the media has taken more of an interest with the NWWIB and the Construction Essentials course, which was picked up by the Associated Press and has went viral nationally. Another highlight, the NWWIB received statewide coverage on YP week. She discussed the RiSE sessions that were a success. The focus this year was talent attraction.

Mari mentioned that when President Trump was in Wisconsin last week, it was Workforce Week. She noted that the staff gathered everything we've been doing and hash tagged it all on twitter. There is a workforce week handout that Melissa distributed earlier in the meeting for reference.

**Comments and Announcements:**

Bobbi Damrow discussed credit for prior learning initiatives that tech schools can help individuals with to help them get a credential. She noted they're doing more for veterans in getting their skill level up. The question was asked if this would be an allowable cost, which Aaron S. at DWD will look into.

Jim Kehoe, Jr, congratulated the NWWIB on their hash tags and getting recognition on the projects they're doing.

**Next Meeting Date & Location**

The next meeting of the NWWIB, Inc. will take place on Thursday, September 21, 2017, at 10:00 a.m. in Superior or at the call of the Chair. Spooner Healthcare was also suggested.

**Adjournment**

A motion was made by Mike BeBeau to adjourn at 12:30 p.m. Seconded by Mic Isham. Vote taken, carried unanimously.