

MINUTES

**NORTHWEST WISCONSIN WORKFORCE
INVESTMENT BOARD, INC. MEETING
September 28, 2023**



- Attendees:**
- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Judy Aspling | <input checked="" type="checkbox"/> Dale Kelm | <input checked="" type="checkbox"/> PC Rasmussen |
| <input type="checkbox"/> Kyle Bukovich | <input checked="" type="checkbox"/> Kelly Klein | <input checked="" type="checkbox"/> Cindy Rouzer |
| <input type="checkbox"/> Crystal Rohde -
excused | <input type="checkbox"/> Mary McPhetridge -
excused | <input type="checkbox"/> Jennifer Shearer |
| <input checked="" type="checkbox"/> Thomas Draghi | <input checked="" type="checkbox"/> Ashley Moore | <input checked="" type="checkbox"/> Mary (MJ) Sills |
| <input checked="" type="checkbox"/> Brad Gast | <input checked="" type="checkbox"/> Jeff Muse | <input type="checkbox"/> Kerri Trubachik - excused |
| <input checked="" type="checkbox"/> Edward Gruhl | <input checked="" type="checkbox"/> Brian Nelson | <input type="checkbox"/> Tami Follet - excused |
| <input checked="" type="checkbox"/> Alyssa Headley | <input checked="" type="checkbox"/> Richard Nystrom | |
| <input type="checkbox"/> Mic Isham -
excused | <input checked="" type="checkbox"/> Bambi Pattermann | |
| <input checked="" type="checkbox"/> Michelle Johnson | <input type="checkbox"/> Kristine Porter | |

Staff & Guests Present: Clarice Baumgartner, Ryce Davis, Matthew Filipek, Katie Gurske, Mari Kay-Nabozny, Jo Nowak- Thompson, Dawn Knapp, Bella Potack-Rettler, Melissa Rabska, Scott Schultz, Amanda Soltau, Kristi Waits

Call to Order - Roll Call

Meeting was called to order at **10:00 AM. Bella Potack-Rettler** conducted the roll call.

Report of Public Meeting Notice

Bella Potack-Rettler reported that the public meeting notice was published on social media, website, and distributed to the regional library systems and Class A newspapers within the WDA.

Approval of the June 22, 2023 Meeting Minutes

Motion to approve meeting minutes as presented: Judy Aspling

2nd: Edward Gruhl

Board vote is unanimous, motion carries.

Welcome/Introduction of Guests

Kelly Klein introduced a new Board Member, Elaine Ogilvie. Elaine Ogilvie gave an introduction. She works as an EEO Officer and in Human Resources for the Monarch Paving Company. Elaine Ogilvie shared that the chance to build and need for workforce in the region piqued her interest to join the board. She wants to help in finding solutions to workforce

needs in the area.

After her introduction, the NWWIB Board welcomed Elaine Ogilvie. Mari Kay-Nabozny stated that Elaine will be replacing Kyle Bukovich on the NWWIB Board.

Consent Agenda (NWWIB, Inc. Sub-Committee Reports)

NWWIB Executive Committee - Kelly Klein

Kelly Klein reported that the Executive Committee met in August. He reported that one of the topics discussed at the Executive Committee is that the NWWIB will be monitoring their relationship with WIPFLI. Kelly Klein shared that there have been changes at WIPFLI that have directly impacted the NWWIB, and as a result, should be monitored more closely. Examples of these changes are shortcomings like the cost of service from WIPFLI increasing and payments being late (on WIPFLI's end) or accounts being overdrawn or invoices not paid. He hinted that there should be consideration in changing financial providers in the future.

Mari Kay-Nabozny also added that things are going 'okay' with new WIPFLI representative Kristy Gamble, for the NWWIB. She also mentioned that if service keeps deteriorating, that there are other boards we may be able to jump in with for fiscal service. This was reiterated, especially if WIPFLI cost of service keeps increasing.

Jeff Muse also had input that CEP is working with WIPFLI as well. He noted that it has also been very challenging. This is in reference to WIPFLI's payment time schedule and bills being late.

Jeff Muse wanted to share that there may be a bit of conflict having Kristy Gamble working for the NWWIB, as the original reason for the NWWIB and CEP separating was due to fiscal reasons. He did not elaborate on this and wished Mari Kay-Nabozny and the NWWIB his luck with continuing to work for Kristy Gamble. Mari noted that she did check with DWD to see if this was an issue as an interim as they gave the green light in writing.

Mari Kay-Nabozny made it very clear that Kristy Gamble would not have any cross over between the NWWIB and CEP, financially.

Kelly Klein asked for further questions and comments. There were no more questions or comments.

NWWIB Strategic Directions & Development Committee Report - Judy Aspling, Chair

Judy Aspling reported the Strategic Directions & Development Committee met in August. She shared that everything that was discussed at the Strategic Directions & Development Committee was on the meeting agenda, except for the Bremer grant. Judy Aspling shared that the NWWIB wrote for the Bremer grant and would receive word if they received it in June. She shared that the Bremer grant would be used to help with web design and managing transactions and limiting number of upkeeps for staff on the NWWIB website.

Judy Aspling asked if there were any questions or comments. Nobody had any questions or comments.

NWWIB OSO Committee Report - Brad Gast, Chair

Brad Gast reported that One-Stop-Operator met in August. He reported that much of what was discussed at One-Stop-Operator was on the meeting agenda. Brad Gast shared that the NWWIB quarterly report looked good. He reported that ADA evaluation of Job Center sites

was in the process, but that the NWWIB seemed okay in that department too. One-Stop-Operator MOU process and contracts were discussed at the meeting.

Brad Gast asked for any questions or comments. Mari Kay-Nabozny gave an update, announcing the Winning with Wisconsin's Workforce event that will happen on December 7th. She explained that the Board meeting would be in Ashland in December and that all the Board would be invited to stay later to attend the Winning with Wisconsin's Workforce event. Mari Kay-Nabozny also informed that a Mental Health training for the NWWIB was coming up and would be happening in November.

NWWIB Youth Committee - Mari Kay-Nabozny

Mari Kay-Nabozny reported that the Youth Committee met in September. She shared that committee members primarily looked at performance of youth programs. Mari Kay-Nabozny shared that some partners missed youth performance marks for participation numbers and that, that was discussed in the meeting. She also shared that CESA has a new apprenticeship consortium. NWWIB has been working with CESA 12 to work with Youth programs in Bayfield and Bayshore. Mari Kay-Nabozny shared that the Youth Committee also discussed Roadtrip Nation. The youth committee was also given a presentation by Scott Griffiths, Head Director at SPARK, on how SPARK is offering opportunities for youth in the area and how NWWIB might be able to be involved in the future.

Mari Kay Nabozny asked for any questions or comments. There were no questions or comments.

Motion to approve Consent Agenda: Ed Gruhl

2nd: PC Rasmussen

Board vote is unanimous, motion carries.

Monitoring Status - Mari Kay-Nabozny

PY21 WIOA Monitoring Status

Mari Kay-Nabozny reported that the NWWIB received the letter to close out the WIOA program.

Mari Kay-Nabozny asked for any questions or comments. There were no questions or comments.

PY22 WIOA and Support to Communities Monitoring (Oct 9-10)

Mari Kay-Nabozny shared that new monitoring starts in two weeks. This monitoring will be in person and virtual. Mari Kay-Nabozny states that PY22 WIOA monitoring will be done virtually from October 2nd - 7th and in-person October 16th-20th. The in-person monitoring will deal mostly with fiscal. Monday the NWWIB will receive a list of PINS. The NWWIB will pull S2C and QUEST programs for monitoring. Mari Kay-Nabozny is optimistic that this year will be less aggressive with how monitoring is conducted, despite its lengthy process. The reason for this is because the Department of Labor (DOL) has been pushing for monitoring to be more

relaxed. Finally, Mari Kay-Nabozny shared that the NWWIB had a meeting with DWD the day previously, where DWD stated that the NWWIB seems in good standings.

Mari Kay-Nabozny asked for any questions or comments. There were no questions or comments.

Fiscal Audit with Wegner CPAs (Nov 6)

Mari Kay-Nabozny shared that the reporting process for the Fiscal Audit with Wegner will begin in November. She shared that turn around for this will have to be fast, but that herself and Melissa Rabska have gotten pretty good at turning around their own ledgers quickly.

Judy Aspling had a question, asking if the NWWIB is paying for WIPFLI to pull ledgers. Mari Kay-Nabozny confirmed, that yes, the NWWIB is paying for WIPFLI to pull ledgers but that the NWWIB has taught themselves how to do it, since it can be much quicker.

Mari Kay-Nabozny shared that the audit from Wegner should be relatively quick, once it starts. She shared that there are new lease requirements, that the NWWIB does not need to have to worry about. Mari Kay-Nabozny ended this portion of the meeting by stating that she feels there will be no issues when it comes to the Wegner Audit.

Mari Kay-Nabozny asked for any questions or comments. There were no questions or comments.

Board Business

Action Item: *Election of NWWIB Officers (nominations from the floor)*

a) Chair

Kelly Klein began nominations for the NWWIB Chair. Dale Kelm nominated Kelly Klein. Edward Gruhl seconded. Kelly Klein stated that the rest of the board would still vote. Other members of the NWWIB board voted unanimously for Kelly Klein to be the NWWIB Chair.

Motion to approve: Dale Kelm

2nd: Edward Gruhl

Board vote is unanimous, motion carries.

b) Vice-Chair

Kelly Klein opened nominations for the NWWIB Vice-Chair. Kelly Klein reminded the rest of the board that Judy Aspling is currently NWWIB Vice-Chair. Jeff Muse nominated Judy Aspling. Dale Kelm seconded. Kelly Klein asked for any other nominations. There were no other nominations and the NWWIB board voted unanimously for Judy Aspling to be Vice-Chair. Judy said thanks.

Motion to approve: Jeff Muse

2nd: Dale Kelm

Board vote is unanimous, motion carries.

c) Secretary/Treasurer

Kelly Klein opened nominations for NWWIB Secretary/Treasurer. Kelly Klein reminded the rest of the board that Dick Nystrom is currently the NWWIB Secretary/Treasurer. Judy Aspling

nominated Dick Nystrom. Dale Kelm seconded. NWWIB Board voted unanimously for Dick Nystrom to be the NWWIB Secretary/Treasurer.

Motion to approve the appointment of: Judy Aspling

2nd: Dick Nystrom

Board vote is unanimous, motion carries.

b.) Action Item: Youth Committee appointment - Kelly Klein

Kelly Klein shared Scott Schultz has expressed interest to be on the Youth Committee. Scott Schultz is a former NWWIB employee and current Parks and Recreation Director for the City of Park Falls. Mari Kay-Nabozny shared that the Youth Committee already expressed approval of Scott Schultz.

Motion to approve the appointment of: Ed Gruhl

2nd: Bambi Patterson

Board vote is unanimous, motion carries.

c.) Action Item: Review and Approve PY23 Budget - Mari Kay-Nabozny

Same budget presentation the Board saw in June. Mari shared that the W2W number is a wonky requirement that might look strange. Everything looks well. Mari stated that a majority of grants will be carried over into PY24.

Ed had a question is carry over is just for one year or more? Mari shared that it is dependent on the grant and the grant life-term. NWWIB has a designated amount and then they look at that amount and then carry over.

Judy stated great job to NWWIB. Mari shared that NWWIB has been staying in contact with the feds and DWD has enough to keep the boards going for a few weeks in case of a shutdown. Stated that the problem isn't that the money isn't available but that no one is there to approve.

Motion to approve Judy Aspling

2nd: Ed Gruhl

Board vote is unanimous, motion carries.

Grants Update - Mari Kay-Nabozny

QUEST Grant Outcomes and Progress

Mari Kay-Nabozny and Jo Nowak-Thompson reported on QUEST Grant Outcomes and Progress. Mari Kay-Nabozny reminded the NWWIB board that both Jo Nowak-Thompson and Katie Bretting work on the QUEST grant.

Jo Nowak-Thompson reported on cohorts that QUEST is working with Northwood Technical College, North Central Technical College and Nicolet Technical College in contracting for group childcare cohorts. She also shared that the NWWIB will be having an enrollment night to help individuals get signed up for the Wisconsin SHARES program on October 17th. Jo Nowak-Thompson is hoping individuals will take advantage of both these opportunities.

Kelly Klein mentioned that he thinks there is some talk of legislative work being investigated for the State of Wisconsin and childcare. Mari Kay-Nabozny shared that Governor Evers did hold a meeting recently on childcare and the lowering of age limit for childcare workers.

Judy Aspling wanted clarification for what age exactly. Mari Kay-Nabozny shared that Wisconsin is considering lowering the ages to let 16-year-olds watch children. Jo Nowak-Thompson shared that only one insurance company is willing to provide insurance to facilities who would employ individuals under 18-years-old to do this and that her feelings are not great about the idea.

Mari Kay-Nabozny shared that she feels they must do something to get younger people in the childcare field. Jo Nowak-Thompson responded that hopefully the new youth apprenticeship work with CESA will fare better. Mari Kay-Nabozny added that there is a neat model for the apprenticeships for adults as well. Kelly Klein commented that at least there is something out there.

Mari Kay-Nabozny concluded the QUEST Grant Outcomes and Progress updates by encouraging NWWIB Board to send any childcare providers they may know of to the NWWIB for help.

PSC Broadband Outreach Grant Outcomes

Mari Kay-Nabozny reported that the Public Service Commission Broadband was a smaller grant. She reported that Kristi Waits will have the final report on final outcomes very soon. Mari Kay-Nabozny shared that the NWWIB goal was to get 550 responses for the PSC Digital Access Survey. The NWWIB received: 589 responses.

Mari Kay-Nabozny shared that it gave NWWIB insight on how the Northwest Wisconsin region population looked and it's needs. She reported that the next grant for the PSC will look more into the infrastructure of broadband and less on the data for the region. The NWWIB wanted to lay a STRONG foundation and she reports that the NWWIB now has a good relationship established on this and for future endeavors.

Kelly Klein had a question on what the measure was for devices used at home (referring to the graphic in the agenda packet). Mari Kay-Nabozny shared that the measure was by how often they are used and from a scale of 1-10.

Pathways Home 2 & 4

Mari Kay-Nabozny reported that Pathways Home 2 program will be wrapping up after December. She shared that Matt Filipek works on this grant with Ryce Davis and Katie Bretting. Pathways Home 4 will start January 2024. Matthew Filipek shared that things are going smoothly with Pathways Home 2 and the transitioning process that will take place once Pathways Home 4 begins. Mari Kay-Nabozny shared that the caseload for Pathways Home 2 is very large and that Ryce Davis and Katie Bretting help Matthew Filipek.

QUEST Contract with WDA 6

Mari Kay-Nabozny reported that QUEST contracted with WDA6 to do case management. She shared that along with managing case work at the NWWIB, Katie Bretting is also doing casework for WDA6, working with northern counties to help individuals receive in-home certification for childcare. The NWWIB holds this contract.

Mari Kay-Nabozny reported that the NWWIB also has a contract with WDA8 having Amanda Soltau working on their WAI program and cohorts. Amanda Soltau made an update and commented that she's been busy working with WDA8.

Mari Kay-Nabozny shared that WAI money is nearly all spent. NWWIB is waiting for final invoices for WAI, but there is not a lot left. Mari Kay-Nabozny shared that by having the

NWWIB contract out Amanda, that the NWWIB can keep money in programming for WAI and continue helping the community by providing WAI services.

Mari Kay-Nabozny asked for any comments or questions. There were no questions or comments.

Regional Data Review

WIOA Data and Outcomes - Mari Kay-Nabozny

Mari Kay-Nabozny reported on the WIOA dashboard numbers. She showed that WDA 7 didn't hit certain goals and did with others. In this case, WDA 7 struggled with 1st and 2nd quarter dislocated worker WIOA numbers.

Melissa Rabska shared that five performance measures were within the 90% assessed threshold with one measure being below the assessed threshold. Mari Kay-Nabozny shared that overall WIOA performance is doing okay. Melissa Rabska shared that the WDA 7 would need more WIOA participants in the pool to make it so that the impact is lessened if individuals do not meet their goals.

Mari Kay-Nabozny shared that it's kind of catch-22 with dislocated workers. This is because to have dislocated workers, there would need to be layoffs. With the NWWIB supporting smaller communities, layoffs like these would have negative impacts on the workforce and economy overall.

Ed Gruhl asked if there's any flexibility in the negotiations and how the numbers are measured. Mari Kay-Nabozny shared that DWD does have a statistical model that they use to set the WIOA performance goals and that the NWWIB can negotiate with the State. She did say that the wiggle room is very small and ample documentation needs to be provided to try to lessen any measures.

Dale Kelm asked, what are the ramifications if the NWWIB/ WDA 7 fails. Mari Kay-Nabozny shared that if WDA 7 fails two years in the row, then the State will provide technical assistance to the provider(s). She shared that it doesn't look good and if an entity fails enough, they could potentially lose out on funds. Dale Kelm asked if they will adjust it if it becomes clear that a goal is not being met and cannot be met. Mari Kay-Nabozny shared that they do look at it but that there needs to be solid proof and empirical evidence.

Kelly Klein asked if the dislocated worker issue is statewide. Mari Kay-Nabozny shared that it is not a shared struggle, and that layoffs are still happening all over the state. She gave the example of the recent Yellow Corp trucking layoffs.

Jeff Muse shared that CEP uses a tool to track layoffs. He shared that a big layoff is coming to the Ashland area. Jeff Muse reported that 34 employees at an unnamed construction site will be let go. Judy Aspling asked if the construction company is closed, is it best for the NWWIB to grab those individuals immediately for programming? Jeff Muse shared that it would be the best scenario.

WDA 7 Regional Employment Report - Thomas Michels

Thomas Michels brought with himself an updated report on the Northwest Wisconsin Unemployment Report for September to the NWWIB Board Meeting. He referenced the updated report and the report in the meeting packet. Thomas Michels shared the main difference in the reports is the county resident employment statuses.

Thomas Michels reported that a major thing that stood out in the report is that WDA7 saw a slower rate of decline than the rest of the states with unemployment. He also shared that if we compare WI to other states, WI unemployment rate is about 3%, and that tied for 19th lowest in the nation. He also reported that the unemployment index is still low and stable. Thomas

Michels also shared that the labor force market is still low in comparison to how it was before COVID vs. post-COVID.

Thomas Michels reported that the construction industry saw a 29% increase in employment rate in WDA 7. Annual wage change for Wisconsin was 13.8% and the State of Wisconsin was about 50. Wisconsin saw -.14% growth, Northwest WDA has positive. Annual wage changed 21.3% vs. Wisconsin 28%.

Melissa asked if there are jumps in Rusk County as there were huge increases in numbers in the report in the meeting packet. Dawn Knapp noted the same question that Melissa Rabska had too. Thomas shared he's not sure why Rusk County's numbers are doing so great. Shared that the way that the numbers are recorded in a way to high data, so that things can't be directly linked to employers. He believes the numbers are due to a single company/industry doing a large hiring event.

Staffing Update - Mari Kay Nabozny

Mari Kay-Nabozny reported that Krisi Waits is moving Oregon and will be a contracted employee for the NWWIB from the West Coast. She will manage IT, Bremer Grant and WAI. Mari shared she will be on hiatus till about mid-October while she transitions. Mari Kay-Nabozny reported that Kristi Waits will work 15 hours a week moving forward.

Mari Kay-Nabozny also shared that Scott Shultz left the NWWIB in August. His replacement, Jay Anderson, will be starting Oct. 16th. He has been doing sales and hospitality his whole life. Mari Kay-Nabozny shared that OSO duties will be shifting to Jay and that EO responsibilities will move to Dawn Knapp.

Judy Aspling asked how did someone hear about a position at the NWWIB from Georgia? Mari Kay-Nabozny shared that Jay Anderson heard about the open position while visiting long-term in the area.

Policy Revisions - Melissa Rabska

Melissa Rabska reported on two new proposed policies from DWD.. Most of the policies that's in the packet matches procedures. Melissa Rabska shared that through different conversations with CEP staff and meetings that took place, policies and procedures didn't change. Mari Kay-Nabozny shared that a service provider dissolved in Northcentral WI and that the new provider shared that its info didn't get transferred over properly - resulting in this new proposed policy.

Ed Gruhl shared that in the state of WI statutes for lawsuits. Melissa Rabska confirmed that his knowledge of statutes within the state was correct.

Action Item: WIOA Policy Approval - Melissa Rabska

- a. Record Retention Policy

Motion to approve: Ed Gruhl

2nd: Michelle Johnson

Board vote is unanimous, motion carries.

- b. Job Center Policy

Melissa Rabska shared that this policy is documenting practice in place in how employees deal with aggressive behavior and how employees should act in those situations.

Motion to approve: Ed Gruhl

2nd: Michelle Johnson

Board vote is unanimous, motion carries.

Initiatives & Project Review

Programming Highlights and Outcomes - Melissa Rabska

Melissa Rabska said thanks to NWWIB staff for pulling numbers for programming. Melissa Rabska noted the enrollment numbers for each of the programs. Dawn Knapp commented on the state enrollment number for all of COW. Dawn Knapp stated that there are about 320 individuals enrolled and Mari Kay-Nabozny shared that the NWWIB exceed DOL measures. Melissa Rabska mentioned that some WIOA numbers from July 1st- September 15th got transposed. There are 114 WAI enrolled participants and not 144 (as stated in the meeting packet hand out.)

Melissa Rabska asked for any questions or comments. There were no questions or comments.

Melissa Rabska reported on the contract deficiency letter enclosed in the meeting packet. PY22 outcome numbers resulted in a deficiency letter issued to CEP. Mari Kay-Nabozny shared that this is just for transparency's sake, stating that when the DWD monitors, that NWWIB can show and have proof/answers that communication is happening between the Board and service provider and that programming is monitored. She shared that the NWWIB will be setting up quarterly meetings with providers, like CEP, to make sure that performance and outcomes are on track.

Jeff Muse wanted to note that the current NWWIB graphics have been great. Bella Potack-Rettler thanked Jeff Muse. Jeff Muse restated what Melissa Rabska and Mari Kay-Nabozny reported on CEP and the issued deficiency letter. Jeff Muse also shared that the programs that NWWIB is doing are great.

Ed Gruhl also added that he liked the way that the NWWIB Board packet agenda was laid out. Mari Kay-Nabozny thanked him for the comment.

There were no further questions or comments.

Social Media and Outreach Report - Bella Potack-Rettler

Bella Potack-Rettler reported on the NWWIB social media report. She shared that from July - September NWWIB social media saw follower count gain just over 1,200 people. She shared that the NWWIB had just under 45 thousand impressions made along with 2,189 interactions across 158 posts made to our social media platforms. These posts ranged from digital flyers, pictures, podcast announcements and videos. Bella Potack-Rettler asked for any questions or comments.

Judy Aspling had a question on what impressions are. Bella Potack-Rettler shared that impressions are the number of eyes or, number of individuals that will see a post. Mari Kay-

Nabozny shared that the NWWIB social media generally sees the top performance from posts that are more personable and not just flyers. She shared a very recent social media post, that was the NWWIB participating in the 2023 Ashland Chamber Scarecrow Building Contest.

Allyssa Headley commented on how great the NWWIB team exercises like the 2023 Ashland Chamber of Commerce Scarecrow building contests are and how Mari Kay-Nabozny is doing a great job with her team and team building. Mari Kay-Nabozny thanked her.

Bella Potack-Rettler then reported on outreach done for the PSC Digital Access Survey. She shared that the NWWIB contacted APG to run an ad campaign on the Price County Review website and the Ashland County Daily Press website. These ads were all digital and not printed.

Bella Potack-Rettler shared that one of the ads that ran was static and ran for the whole month of August. She also shared that another ad, that was a reveal ad, ran for a week on only the Ashland Daily Press page. She reported that while APG couldn't provide numbers for the click-rate on the static ad, that APG was able to provide impression count for the month of August for Price County and Ashland County main pages. Price County saw nearly 36,000 visitors and Ashland saw about 361,700 visitors. She shared that it cost about \$400 to run both ads, which came out to be able \$12 a day. Bella Potack-Rettler reported that the reveal ad, which ran for a week ONLY on the Ashland Daily Press, made a total of 7,000 impressions and received 23 clicks. She shared that it cost nearly \$250, or about \$35 a day to run this ad. Overall, Bella Potack-Rettler felt that the numbers could have been better for what the NWWIB paid for to run the ads (Which, was a grand total of \$650).

Kelly Klein commented and reminded Bella Potack-Rettler that there had been a lot of surveys going around for PSC. He noted that the efforts of using APG might have been affected by this, and that may be why the numbers weren't so high. Bella Potack-Rettler agreed and noted she hadn't thought of it that way.

Bella Potack-Rettler concluded the social media & Outreach Report. She asked for any questions or comments. There were no further questions or comments.

Public Relations Report - Melissa Rabska & Bella Potack-Rettler

Melissa Rabska reported on the PR report. Melissa Rabska reviewed the press releases that were made between the months of July-September, email outreach and the open rates (30%), community events that the NWWIB participated in. Bella Potack-Rettler spoke to the podcast analytics and shared the number of downloads for the months of June, July and August, which are recorded in the meeting packet.

Melissa Rabska asked for any questions or comments.

PC Rasmussen had a question on how much it costs to run a podcast episode. Mari Kay-Nabozny shared that it costs around \$200 an episode.

Yes, WIOA Can! Department of Labor Highlight - Mari Kay-Nabozny

Mari Kay-Nabozny reported that the Department of Labor (DOL) reached out to the NWWIB to run an article and highlight social media outreach done with Friday and how outreach doesn't have to be so traditional. Mari Kay-Nabozny shared that DOL wanted to have Friday interview the DOL's pet (Francis Perkins). She shared that Yes, WIOA Can! Is driving conversation across the nation. Was nice to have NWWIB noticed.

Judy Aspling commented that the exposure and efforts that Mari and her staff have promoted nationally has been great.

Gener8tor Project Management - Mari Kay-Nabozny

Mari Kay-Nabozny reported that Gener8tor is a Wisconsin based for-profit company. Mari shared that Gener8tor reached out to the NWWIB in running a training for Microsoft skills. NWCEP has 8 WIOA enrolled individuals within the Gener8tor program and there is one from WDA 6. She shared that Gener8tor then helps folks find employment after they complete their course.

Roadtrip Nation - Mari Kay-Nabozny

Mari Kay-Nabozny reported on Roadtrip Nation kicking off this month. She shared that Roadtrip Nation is a non-profit organization that helps individuals find their career paths. Roadtrip Nation especially excels in helping youth determine their passions. Mari Kay-Nabozny shared Bella Potack-Rettler's outreach efforts to make Roadtrip Nation outreach materials uniformed, and branding aligned. She shared how all the Roadtrip Nation outreach materials have been made readily available for boards across the State of Wisconsin and how she is pushing for DWD to continue to work with Roadtrip Nation and WWDA for future projects.

Mari Kay-Nabozny asked for any questions or comments. There were no questions or comments.

Training Updates

a.) Childcare Cohorts - Jo Nowak-Thompson

Mari Kay-Nabozny reported that Childcare Cohorts were covered during QUEST Grant Outcomes and Progress.

State & Federal Updates - Mari Kay-Nabozny

Discussion on regional needs and industry observations

Mari Kay-Nabozny reported that the value of the board is sharing what is working/not working. Mari Kay-Nabozny opened it up for discussion.

Brian Nelson shared that the Ironworkers are very busy. He shared the next big job he and his crew are working on is the bridge in Duluth and Superior. He shared the budget for this project was 2 million and now it's unlimited. Brian Nelson reported that they've added three new groups to the Iron Workers in the last month, if anyone knows anybody interested in iron work to send them his way.

Elaine Ogilvie shared that based on company analysis, applicants seem to be coming from Indeed, however, they have noticed their biggest opportunities is in the High Schools. She shared that kids are not aware of what is available to them. Elaine Ogilvie also reported that this is a lack of exposure in what the trades do. Shared that the wages are so high and that there is a gap in understanding and education. Biggest issue that she is noting is retention of employees and getting exposure to industry (trades) to high schoolers. Shared that Monarch has shared over 50 people apply this season, to put some things in perspective.

Judy Aspling commented that she's felt that we should be hitting the high school kids more often and earlier than we already are and thanked Elaine Ogilvie for sharing.

Dawn Knapp shared that her and Ryce went to the Manufacturing summit in Duluth, MN. She shared that workers at the summit were asking if they could push their industry education to even middle schoolers and how to bring retention rate up.

Comments & Announcements

Mari Kay-Nabozny made one announcement that the December 7th NWWIB Board Meeting will be shorter to accommodate for the NWWIB Winning with Wisconsin's Workforce event. The December 7th NWWIB Board Meeting will be in Ashland, WI.

Motion to adjourn: Dale Kelm

2nd: PC Rassmussen

Motion carries unanimously.