

AGENDA

Strategic Directions Committee Meeting

8/22/2023

10:00 AM – 11:15 AM



Attendees:

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> Judy Aspling (Chair) | <input type="checkbox"/> Jessica Wagner-Schultz - Excused | <input type="checkbox"/> PC Rasmussen - Absent |
| <input type="checkbox"/> LeRoy Forslund | <input checked="" type="checkbox"/> Kelly Klein | <input checked="" type="checkbox"/> Thomas Michels |
| <input type="checkbox"/> Barb Flynn - Excused | <input checked="" type="checkbox"/> Bambi Pattermann | |

Staff:

- | | | |
|--|--|---|
| <input checked="" type="checkbox"/> Mari Kay-Nabozny | <input checked="" type="checkbox"/> Melissa Rabska | <input checked="" type="checkbox"/> Amanda Soltau (Meeting Minutes) |
| | | <input checked="" type="checkbox"/> Bella Potack-Rettler |

1) Welcome and Opening Meeting Business

- a) Call to Order
- b) Roll Call
- c) Public Meeting Notice

NWWIB staff sent the meeting notice to regional Class A newspapers and regional library systems. In addition, the meeting notices were also posted on the Northwest Wisconsin Workforce Investment Board website and all social media outlets.

- d) Welcome and Introduction of Guests
No guests were present.

2) Previous Meeting Minutes

Review and Approve 5/16/2023 Meeting Minutes

Motion to approve as presented: Kelly Klein

2nd: Thomas Michels

Motion passed unanimously.

3) NWWIB Initiatives & Enrollment Update

- a) Grant to Bremer Foundation 8-3-23 | Mari Kay-Nabozny

Mari Kay-Nabozny spoke on the NWWIB grant submission to the Bremer Foundation. The grant was written with the intention of aiding NWWIB with efficiencies and organizational flow by acquiring a new website and case management software. The NWWIB would use the Bremer grant to hire North of 8 Marketing to design a new website and to purchase My One Flow case management system software to help with WIOA cases. The My One Flow software could help

streamline WIOA case management by showing transactions without duplication. This would provide easy tracking for limits across different programs.

The NWWIB is asking for \$48,000 for a 2-year grant application from the Bremer Foundation. This would aid with bulk texting and transferring of information. This grant is packaged as infrastructure and bringing tracking up to a lean process level.

Mari Kay-Nabozny asked for any questions or comments. No one in the room had any questions or comments.

b) QUEST Grant | Mari Kay-Nabozny

Mari Kay-Nabozny presented the QUEST grant. The QUEST grant will run through September of 2024. New NWWIB staff, Katie Bretting and Jo Nowak-Thompson, are working on this grant. The objectives of the grant: 1. Pay for straight tuition, 2. Cohort based training – childcare intermediates – strengthening families, 3. Contract with cohorts in facilities – Jo Nowak-Thompson is working on this avenue and setting up online courses. This has been discussed with Brad Gast, Northwood Technical College and the St. Croix Tribe.

Currently, NWWIB is contracting part of Jo Nowak-Thompson's time to EverGrow Learning Center in Ashland, WI, as an Interim Executive Director to keep its doors open. This is due to the EverGrow Learning Center's Executive Director resigning and many staff being terminated. A letter will be sent to the press and EverGrow Learning Center families to address the "turmoil" and shed light on facility issues. This letter will hopefully avoid potential negative reactions from the community, clear up any rumors that have been circulating around the community, while also highlighting improvements in the long term. At present, as Interim Executive Director, Jo Nowak-Thompson has eliminated school age care at the EverGrow Learning Center. This has resulted in the loss of 6 teachers, but also the hope that it will realign and shift remaining staff focus on more pressing issues to conquer at the center.

Mari Kay-Nabozny moved away from the EverGrow Learning Center updates to address that the QUEST grant has 5 enrollees as of the time of this meeting, potential for 6 with a goal of 23 participants. The NWWIB does anticipate 2 cohort training courses with 8-12 participants each.

Mari Kay-Nabozny asked for any questions or comments. The group transitioned into a brief discussion around childcare difficulties in the Northwest Wisconsin region and current issues that expand nationally, within the realm of childcare. Beyond this discussion, there were no further comments and no questions.

Public Relations Report | Bella Potack- Rettler

A) Podcast Metrics and Outreach Update

Bella Potack-Rettler reported on the Workforce Waves podcast metrics, reporting that in the month of June there were 312 downloads and in the month of July, 131 downloads. She shared social media insights for June-July—including platforms such as Facebook, Instagram, LinkedIn, TikTok, and YouTube.

On the note of outreach, Bella Potack-Rettler reported that the Department of Labor (DOL) reached out to set up meeting with herself, Mari Kay-Nabozny and Melissa Rabska. This meeting was arranged to highlight the NWWIB's unique and successful outreach approaches to social media for a blog post on the WIOA Yes! We Can Campaign page. The blog post will feature Mari Kay-Nabozny and NWWIB efforts, elevating presence with the Department of Labor (DOL).

Bella Potack-Rettler then discussed followers on social media, impressions, post interactions and ranking of posts.

Bella Potack-Rettler concluded her report and asked for any questions or comments. The group commented on how to unfold and share success stories into our social media to target a larger audience and brainstormed how that may be done. Bella Potack-Rettler took these suggestions into account.

Initiatives By Numbers| Mari Kay-Nabozny

Mari Kay-Nabozny reported on the Initiatives by Numbers from the NWWIB. Numbers for each program are listed below:

- c) COW participants at 110 – 50 in WDA 7 and 60 in WDA 8
- d) Pathways II – 70 in follow-up and 124 enrolled
- e) WAI – 493 participants. NWWIB will be slowing down on WAI as money is running out. 1 of the subcontractors has overspent and discussion was had by group on this matter.
- f) QUEST – 5 (potentially 6)
- g) W2W – 12
- h) S2C – 145

Mari Kay-Nabozny concluded her report and opened the floor for any questions or comments. The group had commentary on hitting goal numbers. The group discussed that while we have been hitting our goals, OJT numbers have been down. The group then discussed WIOA services and had a conversation about Q4 performance for WIOA and the NWCEP corrective action letter that was received.

Mari Kay-Nabozny also provided a staffing update: Scott Schultz last day would be on August 15th, 2023. The position to fill Scott's spot would be posted Friday, August 26th with some changes to business services duties. One of the changes would be that OSO would be placed into this role. The NWWIB is hoping to have new hire by mid-October. Mari Kay-Nabozny also updated that Katie Bretting will likely be going to full-time status. Alongside Scott Schultz last day, it was also noted that Kristi Wait's last day in the office would be September 21st, 2023. This is due to Kristi moving to Cannon Beach, Oregon. Despite this change in address, the NWWIB will still maintain a contractual relationship with Krisi Waits from Oregon.

Mari Kay-Nabozny then discussed Winning with Wisconsin and the Governor's presence there at the Lac Courte Oreilles Ojibwe University on August 10th, 2023. There was 50+ in attendance, not as many businesses as expected but had a good turnout. Alongside this, there was an article from the event that was released by the Wisconsin Department of Workforce Development (DWD) and in the Sawyer County Record, featuring a photo of NWWIB staff. It was a good event. Mari Kay-Nabozny reported that the NWWIB is looking to schedule one more Winning with Wisconsin's workforce by September 1st, 2023.

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

10:50 – 11:05

Gener8tor Skills Accelerator | Mari Kay-Nabozny

- i) Mari Kay-Nabozny updated the committee on the meeting had with CEP staff yesterday afternoon to discuss the Gener8tor Skills Accelerator Training. Gener8tor is a rapid skilling program with a Microsoft certification awarded at the end. It is also WIOA-LinkedIn Learning program that is based out of Madison and heavily funded by Microsoft. Mari Kay-Nabozny explained that any participants will be employed after completion of this program/training.

The plan is that WIOA will create a website where people will apply and will Gener8tor vet the applicants. Gener8tor will check eligibility and WIOA will pay for the cost of training. Gener8tor will be run with cohorts of up to 25 participants. Gener8tor checks in with participants and runs the courses and gets them employment post-course. Participants must be WIOA eligible, and they will have to complete enrollment and follow-up.

Mari Kay-Nabozny shared that Gener8tor is a 6–10-week course for completion and is a relatively new program that was started in 2018. The hope is that it will help boost WIOA at CEP, with \$4,000 at 25 people. 35% of WIOA money to be spent on training with an October or January start. NWWIB can send referrals for dislocated workers that may be interested in the program.

Mari Kay-Nabozny concluded her report and asked for any questions or comments. There were no questions or comments.

Upcoming Activities | Mari Kay-Nabozny

Mari Kay-Nabozny shared the next upcoming events. The events that she listed are below:

- j) September 1st is the final day for recertification for the Board members. This will remain as is as we are where we need to be. Kyle Bukovich will be removed off the board and Elaine Ogilvie will be added.
- k) September 28th is the NWWIB Board Meeting.
- l) October 9th-20th is WIOA DWD monitoring.
- m) October 23rd is the meeting with WIPFLI. Mari Kay-Nabozny noted that she is thinking about reaching out to South Central out of Madison for their fiscal person.
- n) November 6th is the Wegner Financial Audit
- o) November 13th is a Youth Mental Health First Aid Training day for NWWIB staff.
- p) November 14th & 15th the Department of Labor (DOL) will be convening in Chicago (more regional versus national).

Mari Kay-Nabozny opened the floor up to any questions or comments. There was no questions or comments to be had.

4) Regional Report | Thomas Michels

Thomas Michels reported on the increased unemployment rate and talked about labor boards as well as quarterly workforce reports. August 2023 Unemployment Report is included in packet

provided to group. Thomas Michels also discussed numbers for the number of jobs in a 10 county area.

Thomas Michels asked if anyone had any questions or comments. No one had any questions or comments.

5) PY22 WIOA Performance | Mari Kay-Nabozny

Mari Kay-Nabozny shared the WIOA performance (info included in packet). She reported on program performance from 2022 and how there was a min. goal 90%. She shared that with WIOA dislocated workers earned 76%- which is 75% reached, numerators and denominators of performance/goals.

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

6) Partner Updates:

- a) Comments and Announcements: Judy Aspling mentioned the Duluth Drug and Alcohol treatments Concert for Recovery at the DECC on September 6th, 2023. Symphony Hall of Duluth to entertain at the historical convention center. Also mentioned was an outdoor event at Bayfront Park, noted this is a dry event. Judy Aspling encouraged NWWIB staff and other committee members to get the word out about the event and attend, if possible.
- b) Kelly Klein mentioned the HOMES project through NWTC, agreement for the project in Hurley. Construction for rental housing with 30-40 units and each site contains a training facility for NWTC.
- c) Mari and Melissa met with CESA 12 for career-based education with youth. Kelly mentioned the need for follow-up and continuing to pursue and make referrals to increase the number of youths involved. Also mentioned potentially somehow getting youth involved in committees like this to increase engagement and finding out what youth want regarding opportunities for employment, etc.
- d) Enbridge is interested in pursuing a grant with NWWIB, something like an EMT camp for older youth.

7) Adjourn – Meeting adjourned.

- a) Next Meeting Date: 10/17/2023

Additional Instructions:

Related meeting items were included in the packet for attendee review before the meeting.