

# MINUTES



## Strategic Directions Committee Meeting

January 19<sup>th</sup>, 2021

10:00 AM – 11:45 AM

**Attendees:**

<input checked="" type="checkbox"/> Judy Aspling	<input checked="" type="checkbox"/> Jack Wichita	<input type="checkbox"/> PC Rasmussen
<input checked="" type="checkbox"/> LeRoy Forslund	<input checked="" type="checkbox"/> Jessica Wagner-Schultz	<input checked="" type="checkbox"/> Mike BeBeau
<input checked="" type="checkbox"/> Barb Flynn	<input checked="" type="checkbox"/> Kelly Klein	<input checked="" type="checkbox"/> Thomas Michels
	<input type="checkbox"/> Jim Kehoe	<input checked="" type="checkbox"/> Bambi Pattermann

**Primary Meeting Objectives:** Review fiscal proposals and provide direction. Review Youth Waiver strategic impacts. 2021 Strategic plan review and discussion.

### 1) Welcome and Opening Meeting Business

- a) Call to Order  
Meeting called to order at 10:01
- b) Roll Call  
Quorum met
- c) Public Meeting Notice  
Meeting was sent to regional Class A newspapers and regional library systems. The meeting was also posted on the Northwest Wisconsin Workforce Investment Board website and all social media outlets.
- d) Welcome and Introduction of Guests

### 2) Previous Meeting Minutes

- a) Review and Approve 10.20.20 Meeting Minutes  
Motion to approve minutes made by Jack Wichita  
Motion seconded by Kelly Klein  
Motion approved

### 3) Current NWWIB Initiatives

- a) Click Thru Job Fair | Scott Schultz  
The Click Thru Job Fair will be happening on January 28. So far there are 31 businesses in our area involved. All job seekers registered in the JCW system will receive a notification to the link.
- b) **Incumbent Worker Training Grants | Mari Kay-Nabozny**  
NWWIB can provide grants of up to \$5,000 to train Incumbent workers. Applications close on February 12. There is about \$19,500 remaining in the reserved fund at CEP which if unspent can be spent on other training activities.

**c) Culinary Academy in Price & Bayfield Counties | Scott Schultz**

A Culinary Academy was held from November 2 through 20, 2021 at the Price County Jail with 3 inmates participating and completing the course. They all passed their tests with very high scores. At the end of January Bayfield County Jail will be holding an academy and they are anticipating to hold one each quarter this year.

**d) Support to Communities Recruitment and Council Work | Scott Schultz**

We have 4 participants in the eligibility phase. Two have completed the paperwork so far and Scott will be meeting with one more participant on Friday. He met with representatives from Bad River's recovery program last week and will be going to Ashland to meet with others next week.

**e) Regional Career Pathways | Mari Kay-Nabozny**

Melissa is leading this initiative. A flyer is included in the packet. The goal for the upcoming meetings is to hold listening sessions with various industries as noted in the packet.

**f) Wisconsin Express | Mari Kay-Nabozny**

This is a program sponsored by AHEC that was supposed to run last year but was postponed due to the pandemic. The goal is to expose students to health care careers. It will be held virtually in March and focus on Sawyer and Washburn counties. Please refer any individuals who may be interested in speaking at the event to Mari or Melissa. They plan to host 10 to 12 students.

**g) Submitted Grants Update | Mari Kay-Nabozny**

We were approved for the DOL Rural Healthcare grant that was submitted last fall. They will train 320 people in 7 health occupations. This \$2.5 million grant will be split with 5 other workforce boards over a period of years. The start date is February 1<sup>st</sup> and we will be hiring for a project manager who will also serve as the case manager for our region and WDA 8.

We are waiting to hear back on another DOL grant that DWD applied for which we would be a sub award.

**4) Youth DOL Expenditure Waiver Impact | Mari Kay-Nabozny**

Under WIOA, the state can request waivers for certain rules. We are required to spend 75% on OSY and only 25% on ISY. DOL approved DWD's waiver request. ISY students can now go under ITAs for training thru 2022. A 50/50 split is now possible in youth expenditures. This waiver is coming at a time when we have unprecedented lack of enrollments in adult and youth programs. There was no CREX Meadows camp last year, so there are only 12 ISY and 23 OSY in 10 counties. Staffing for Youth has already been spent. We might look at this strategically for PY21 as a way to increase enrollments. The Youth Committee will be discussing the contract this afternoon. If the money is not spent, we may have to return some funds, because of requirements on how the money is spent. NWWIB and CEP are trying to come up with creative ways to spend this money.

Kelly and Mike asked if it is possible to get a waiver to keep the money longer. Mari will reach out to DWD but said that it is very unlikely. Kelly asked if Hurley's Northwoods Manufacturing might be a good fit. Mari said it was worth exploring.

**5) One Stop Operator Quarterly Report | Barb Lundberg**

Barb provided an update on the OSO report.

## 6) Strategic Plan Review | Committee Members

Mari shared the new version of the strategic plan based on the edits and changes that were recommended at the last meeting. At the next meeting, we would like to review the plan. Mari asked everyone to briefly review the document and let her know if there is anything that they would like clarification on or addressed at this time.

Jessica wanted more information on the telecommuting initiative and digital literacy efforts.

Mari explained that we had been excited about the shared workspace idea, but we were not sure that we would see this as critical in the current environment until people feel safer. Digital Literacy efforts – we would love to discuss this with the committee and we know that the technical colleges have been doing something with this. There is a lot that is out there free.

Bambi added that most staff from WITC are working remote. They have been offering some free sessions and some for a fee. Bambi brought up that there might be space at WITC to meet WIB needs as some staff may continue to work remotely and just reserve a room when they need to come to campus.

Jessica said that they have not been doing specific digital literacy programming. They are fully open, with today being the first day back to campus fully open.

Kelly commented on the shared workspace. He mentioned that they have seen an increase of interest even prior to the pandemic. These spaces might be valuable for those doing staycations or vacations and needing some space.

Barb Flynn asked about the focus on re-entry and substance abuse.

Mari said that we include everyone from prison, county jails, or those who have a history when using the re-entry term. Part of the substance abuse education part is by Support to Communities. Barb mentioned that there are people who are supposed to be in prison, but if there is not room, they might be sitting in the county jails, so they may be serving out their sentence there instead. There may need to be more clarification on the re-entry definition. Mari said this is an excellent point.

Judy asked about the messaging about the benefits cliff. Mari mentioned that there are not current efforts as Congress is consumed with other things, but we could renew our efforts in this area.

## 7) Action Item: Podcast Contract Renewal | Mari Kay-Nabozny

Our podcast contract renews on April 1 and we need to give a 60-day notice if we cancel. The podcast contract would be \$3,500 for 12 episodes. We have 2 left for this year. Our podcasts downloads have gone up this past year, increasing by 10%, which is a lot. Mari would like to keep the podcasts and feels there are still some good opportunities and ideas. Jack asked if there were metrics – Mari noted that they are at the end of the packet and we are around 7,200 downloads.

Judy thinks that it is a good and innovative way to put our voice out there and would advocate for continuing.

Motion to approve podcast renewal contract by Kelly Klein.

Seconded by Jessica Wagner-Schultz.

Motion approved.

## 8) NWWIB Fiscal Services Proposals | Mari Kay-Nabozny

Mari reviewed the Fiscal Services proposals. CEP will stay the fiscal agent for WIOA formula fund award and NWWIB will be a sub award for the administrative and program funds necessary for operations. We contacted a number of fiscal services providers including some local contractors. One local contractor did not get back to us and the other was not interested.

We received 3 fiscal services proposals, Clifton Larson Allen (CLA), WIPFLI, and Jitasa. Jitasa does not do payroll, so we would need someone else for that.

- WIPFLI has 3 tiers of services, and will do payroll and 990 prep. There is an \$8,500 onboarding fee. We could contract with them to do Human Resources as well.
- CLA works on an hourly basis and bills on 15 minute increments. The ongoing tech fees are not included, using Bill.com would be \$75/month and Quickbooks or other software would be another \$75/month. They can also do Human Resources component, but would be extra.

There is about \$8,000/year in the new DOL grant that will cover some of the fiscal services. The other amounts would have to come out of admin for the other grants.

Jessica asked about HR. It is included for WIPFLI, but CLA would be additional hourly fees.

If we did go with WIPFLI, we would have a different team than would be working with CEP to avoid any conflict of interest.

Judy asked for Mari's recommendation. Mari feels comfortable with either CLA or WIPFLI.

Jessica added that a best practice would be to change your audit firm every few years to get a fresh perspective. Jack asked if Dick Nystrom weighed in on this. Dick said good things about CLA, but also was fine with WIPFLI.

Kelly asked if Mari had any concern about hourly or non-hourly work. She does not have concerns but will circle back with them about the DOL grant and any additional costs. For WIPFLI the number of transactions did not matter. She will also check on other questions the committee posed.

Mari would be interested in what direction the SDD committee would like to go. We will likely have to put this to an electronic vote since we cannot wait until the March NWWIB meeting

Motion made by Mike to recommend CLA provided there are no unforeseen expenses that would put them over the top of WIPFLI.

Seconded by Jessica Wagner Schultz

Motion passed

## 9) Public Relations Report | Mari Kay-Nabozny

Mari reviewed the PR report provided in the packet. Melissa's focus has been on Support to Communities and Incumbent Worker Training. Mari will be sending out press releases next week on the DOL grant. DOL will be coming virtually on Feb. 22<sup>nd</sup> for a review.

## 10) Partner Updates on Workforce Related Items

Comments and Announcements | Committee Members

Bambi – WITC is checking into their Childcare Essentials pathways prompted by Mari and the team as a cohort option, and new enrollments are up over last year. Classes are the same format as in the fall. The WITC board approved the Health Education Center in Shell Lake. There are 4 names proposed for their name change.

Barb Flynn – they are in their last year of the re-entry grant and focusing on sustainability – without any money. Bayfield County is doing well with getting COVID shots and have done round 1 already.

#### **11) Adjourn**

Meeting adjourned at 11:40

Next Meeting Date: May 18, 2021, probably virtually.