



WDB – Full Board

MEETING ANNOUNCEMENT

Monday, January 11, 2010

2:00 – 5:00 p.m.

Lunda Center

Logistics Health Room

Western Technical College Campus

400 7th Street North

La Crosse, Wisconsin

Please **RSVP** your attendance to Heather Johnson at 608-789-5499 or johnsonh@workforceconnections.org

Agenda Item	Page(s)	Action
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We will start the meeting with a brief tour of the Lunda Center.

I. CONSENT ITEMS

ACTION STATEMENT – Chairperson calls meeting to order and provides announcements, if any.

- A. Call to Order and Introductions
- B. Announcements

II. ORDER OF BUSINESS

ACTION STATEMENT – Review and approve meeting minutes and committee and administrative reports. Report all corrections to the Chairperson.

A. Meeting Minutes of October 19, 2009 Pages 1-5 X

B. Committee and Administrative Reports

1. Planning Committee Verbal..... X

- WIA Program Reports
- WIA Reauthorization
- Sector Initiatives
- 2009-10 Work Plan
- Funding Initiatives Update

- 2. **One-Stop Committee** Pages 6-8 X
 - Job Center/Resource Room Tracking Report
 - New Disability Program Navigator *introduction*
 - 2009-10 Work Plan

- 3. **Youth Council**
Meeting cancelled – no quorum

- 4. **Executive Committee** Pages 9-12 X
 - Administrative Budget Report
 - Grant Status Report
 - WIA Reauthorization
 - WDB Membership
 - Joel Arnold, 3M
 - Vern Kenas, Xcel Energy (application)
 - Strategic Planning Session *overview*
 - 2009-10 Work Plan
 - Grant Approvals
 - Opportunity Grant (\$78,750)
 - Retraining Grant (\$87,615)
 - Special Response Grant (\$87,615)
 - Energy Sector Grant (\$25,000)

C. Strategic Planning

- 1. Western Wisconsin Unemployment Statistics
Beth Sullivan, Workforce Connections, Inc.
- 2. “A Framework for Understanding Poverty” – *an overview*
Tracy Herlitzke, CESA #4

D. Unfinished Business

E. New Business

III. ADJOURN

- A. Motion to Adjourn.....X

NEXT MEETING: Monday, April 19, 2009, 2:00 – 4:00 p.m.

Western Wisconsin Workforce Development Board, Inc.
MINUTES OF MEETING
Monday, October 19, 2009

ATTENDANCE – Page 4

I. CONSENT ITEMS

A. Call to Order and Introductions

Chairperson Dan Braund called the meeting order at 1:30 p.m.
A quorum was present.

Self introductions were provided by all members and guests present.

B. Additions or Deletions to Agenda

None

C. Announcements

Mr. Braund announced that Joel Arnold from 3M (Prairie du Chien) was appointed by the Local Elected Officials (LEOs) earlier that morning to serve a 2 year term. All membership reappointments were also approved by the LEOs.

II. ORDER OF BUSINESS

A. Meeting Minutes

Motion made (Hill/Abbott) to approve the June 15, 2009 meeting minutes. Motion carried unanimously.

B. Committee and Administrative Reports

1. One-Stop Committee

James Young provided a verbal report-out on the August 27, 2009, meeting. The following is a summary of discussion and/or action from the Planning Committee:

- Approved the July 2009 Job Center/Resource Room Tracking;
- Received a status update on the Disability Navigator Program;
- Learned more about the expectations of the Opportunities Grant and
- Received an update on Job Center / Access Points of Service activity.

Motion made (Hanson/Kriesel) to approve the August 27, 2009. One-Stop Committee meeting report as presented. Motion carried unanimously.

2. Planning Committee

Jim Hill provided a verbal report-out on the August 31, 2009, meeting. The follow is a summary of discussion and/or action from the Planning Committee:

- Approved the July 2009 Grants Status Report;

- Approved the Program Performance Report for the period ended July 31, 2009;
- Received a status update on the Disability Navigator Program;
- Reviewed the committee's work plan and schedule of activities and
- Informed of upcoming grant partnership opportunities.

Motion made (Hill/Holt) to approve the August 31, 2009 Planning Committee meeting report as presented. Motion carried unanimously.

3. **Executive Committee**

Marina Abbott provided an overview of the September 14, 2009 meeting. The follow is a summary of discussion and/or action from the Executive Committee:

- Approved the Administrative Budget and Grants Status Report for the period ended July 31, 2009;
- Discussed WIA reauthorization and pending implication to board size;
- Reviewed current grant status and funding and
- Discussed upcoming grant and partnership opportunities.

Motion made (Young/Ryan) to approve the September 14, 2009, Executive Committee report as presented. Motion carried unanimously.

4. **Youth Council**

Judy Berg provided an overview of the September 17, 2009, meeting. The follow is a summary of discussion and/or action from the Youth Council meeting:

- Approved the WIA Youth Program Report;
- Approved the WIA Youth Program Expenditure Report through July 2009;
- Approved the 2009 ARRA Summer Youth Program Monitoring Report;
- Received a program presentation from Martha McCabe, Scenic River AHEC and
- Reviewed the 2009-10 Youth Council Work Plan.

Motion made (Dunn/Grotzke) to approve the September 17, 2009, Youth Council report as presented. Motion carried unanimously.

C. **2009-10 Board Officers**

The one year term slate of officers was presented by Mr. Braund. No additional nominations were made from the floor. Mr. Braund requested a motion to approve the slate of officers presented as follows:

- Dan Braund, Chairperson
- Marina Abbot, Vice-Chair
- Jerry Hanoski, Secretary/Treasurer

Motion made (Hill/Leavitt) to accept the slated 2009-10 Officers. Motion carried unanimously.

D. **2009 State of the Workforce Report**

The 2009 State of the Workforce Report was presented by Jerry Hanoski. This year's report, "Designs for a Regional Workforce", focused on the impact a regional approach can create, and provided an overview of the 7 Rivers Workforce Development Partnership Region's assets and strategic action plan.

E. **Unfinished Business**

1. **2008-09 Continuous Improvement Report**

Due to State monitoring delays, the Continuous Improvement Report was presented to the full Board for approval, instead of the Planning Committee.

Ms. Johnson provided an overview of the 2008-09 Continuous Improvement Report. The goal of the Continuous Improvement Report is to ensure the WDB systems and processes are in place. During April of each year the Planning Committee and Youth Council are responsible for reviewing our WIA formula funded programs. The Continuous Improvement Report is the culmination of the individual program reviews. All programs met and/or exceeded in performance measurements and enrollment. All service provider contracts were renewed with the exception of the Disability Program Navigator contract with Independent Living Resources; the provider was not able to sustain the program due to State funding cuts.

Motion made (Flogstad/Leavitt) to accept the 2008-09 Continuous Improvement Report as presented. Motion carried unanimously.

III. **BUSINESS MEETING ADJOURN**

Motion made (Hanson/Berg) to adjourn the Business Meeting and proceed to the Annual Meeting. Motion carried unanimously. The Business Meeting adjourned at 11:30 a.m.

ANNUAL MEETING and LUNCHEON SUMMARY

1. **Summer Youth Program Slide Show**

Sean Young, of Couleecap Inc., presented a short slideshow that showcased the 2009 Summer Youth Program including participant photos, site locations and a brief program overview.

2. **Summer Youth Program Success Story**

Chelsea Buelow, a Monroe County Summer Youth Program participant, shared her background and the benefits of her involvement in the 2009 Summer Youth Program.

3. **WIA Adult Program Success Story**

Shawn Ivy, a La Crosse County WIA Adult Program participant, is currently enrolled in the Construction Opportunities program that teaches adults basic construction skills to further assist them in developing their career path. Shawn shared his background and the benefits of his involvement in the WIA Adult Program.

4. **Dislocated Worker Program Success Story**
David Schmitz, a La Crosse County WIA Dislocated Worker Program participant, recently completed the CNA Skills Institute training which was funded by the American Recovery and Reinvestment Act. David shared his background and the benefits of his involvement in the WIA Dislocated Worker Program.
5. **7 Rivers Region Exemplary Employer Award**
The Western Wisconsin Workforce Development Board was honored to present this year's awards to:

Atlas Resin Proppants – Taylor, Wisconsin
Atlas Resin Proppants is committed to providing the highest quality resin coated sands. Robbie Sage and Barb Bigler accepted the award for Atlas Resin Proppants.

Viroqua Food Cooperative – Viroqua, Wisconsin
The Viroqua Food Cooperative is committed to natural foods, superior customer service and the building of a cooperatively run business. Jan Rasikas accepted the award for The Viroqua Food Cooperative.
6. **“Creating a Sustainable Healthcare Workforce” A La Crosse Medical Health Science Consortium Report**
Mason Quackenbush, Gundersen Lutheran Health System, presented the La Crosse Medical Health Science Consortium's report that focused on the retirement and departure intentions of the 7 Rivers Region healthcare workforce.
7. **Board Recognitions**
Recognition was given to the following:
 - Local Elected Officials
 - WDB Officers
 - WDB Committee Chairs and Members
 - WDB Outgoing Members
8. **Closing Comments and Adjournment**
Chairperson Dan Bruand thanked those in attendance and invited everyone to join us again next year. The meeting adjourned at 1:30 p.m.

Respectfully submitted,

Marina Abbott
Secretary/Treasurer

Western Wisconsin Workforce Development Board, Inc.
MEETING ATTENDANCE
Monday, October 19, 2009

PRESENT

Judy Berg, Courtesy Corporation
Dan Braund, CenturyTel
Marina Abbott, Manpower, Inc.
Michael Ablan, Michael Ablan Law Firm
Patricia Balacek, Western Technical College
Karen Dunn, Coulee Bank
Pete Eide, Hillview Health Care Center
Greg Flogstad, Mississippi River Regional
Planning Commission
Amy Grotzke, DWD – Division of Vocational
Rehabilitation
Jerry Hanoski, Workforce Connections, Inc.
Dan Hanson, Great River United Way, Inc.
Jim Hill, La Crosse Area Development Corp.
Ellen Holt, Logistics Health, Inc.
Marcia Jagodzinske, Riverfront, Inc.
Grace Jones, Couleecap
Darlene Kerska, Skipperliner Industries
John Kriesel, Buffalo Co. Human Services
Guy Leavitt, CESA #4
Mason Quackenbush, Gundersen Lutheran
Health System
Ed Ryan, Job Service
James Young, Vernon County Veterans
Service Office

EXCUSED

Jerry Bloom, Oakdale Electric Cooperative
Sharon Folcey, Sparta Chamber of Commerce
Sherrie Hein, D&S Manufacturing
Barb Hernesman, Crawford Co. Human
Services
Terry Hicks, Western Wisconsin AFL-CIO
Tim Kabat, City of La Crosse
Ken LeMieux, Ho-Chunk Nation
Bill Lenardson, River Valley Newspaper Group
Del Long, Franciscan Skemp Healthcare
Karen Long, Organic Valley
Tim Sawyer, Century Foods of Wisconsin
Marcus Schultz, DWD – Unemployment
Insurance
Thai Vue, La Crosse Area Hmong Mutual
Assistance Association
Stephen Woessner, UW-La Crosse SBDC

Dan Von Feldt, 3M

OTHERS PRESENT

Alanna Artz, Workforce Connections, Inc.
Melissa Bechtel, Workforce Connections, Inc.
Barb Bigler, Atlas Resin Proppants
Ed Brown, Juneau County Board
Chelsea Buelow, Program Participant
James Ehram, La Crosse County Board
Donald Evenson, Jackson County Board
Rebecca Grapes, Workforce Connections, Inc.
Bonnie Hanson, Couleecap, Inc.
Betty Hendrickson, Workforce Connections, Inc.
Bob Hillary, Franciscan Skemp Healthcare
Jacque Hogan, Western Dairyland
Dennis Hubbard, Monroe County Board
Shawn Ivy, Program Participant
Heather Johnson, WDB Administrative Assistant
Randy Johnson, Workforce Development Inc.
Leigh Kinyon, Workforce Connections, Inc.
Gary Kirking, Western Technical College
Catherine Kolkmeier, LMHSC
Jennifer Kuderer, La Crosse Area Develop. Corp.
Ron Leys, Crawford County Board
John Medinger, Senator Kohl's Office
Kathleen Mellin-Kleppe, Workforce
Connections, Inc.
Teresa Pierce, Workforce Connections, Inc.
Lee Rasch, Western Technical College
Robbie Sage, Atlas Resin Proppants
Joanne Sandvick, LMHSC
David Schmitz, Program Participant
Thomas Spenner, Vernon County Board
Pam Taylor, Workforce Connections, Inc.
Del Twidt, Buffalo County Board
Carol Wagenson, Workforce Connections, Inc.
Sean Young, Couleecap, Inc.

Western Wisconsin Workforce Development Board, Inc.
ONE-STOP COMMITTEE
MINUTES OF MEETING
December 3, 2009

I. ORDER OF BUSINESS

A. Meeting Minutes

Motion made (Hogan/Ryan) to approve the August 27, 2009 meeting minutes.
Motion carried unanimously.

B. Annual Meeting Feedback

Heather Johnson asked those committee members that were in attendance at the October 19th WDB Annual Meeting to share any feedback they had about the meeting. Overall it was a successful event. Ms. Johnson is drafting a few ideas to enhance the Annual Meeting which will be shared at a later date if approved by the Executive Committee.

C. WIA Reporting

1. Job Center/Resource Room Tracking

Teresa Pierce reported out on the Job Center / Resource Room Tracking numbers. A question was raised by Ed Ryan regarding the lack of referrals to Veterans Services at the La Crosse Job Center. Ms. Pierce said she would look into the matter and share her findings at the next One-Stop meeting. Motion made (Ryan/Hernesman) to approve the October 2009 Job Center / Resource Room tracking report. Motion carried unanimously.

D. Workforce Development Outlook

1. Disability Navigator

Rhonda Stats has recently joined the Workforce Connections, Inc. staff, as a part of a DVR work experience, to serve as the new Disability Navigator. Rhonda looks forward to serving her clients in as many ways possible, and welcomes all to stop in at anytime to speak with her in more detail. Introductions were made around from those in attendance.

2. Job Center Leads & Partner Report-out

a. Juneau County

- Recently relocated to new location in downtown Mauston.
- Open House was well attended.
- Serving lot of Veterans
- Still seeing a large number of new Adult and Dislocated Workers.

b. La Crosse County

- Very busy.
- New trainings and workshops being offered monthly.
- Job Center of WI – Basic Computer class is well attended.

- Job Club is popular workshop involving local employers talking about their business and hiring needs. Logistics Health, Gundersen Lutheran, Skogens and Main Street Ingredients are just a few of the employers participating.
 - Career Fair at the Lunda Center on March 30th, 2010.
- c. Crawford County**
- Newly hired help is working out well.
 - Working with MPC layoffs (200 total).
 - Considering more workshops and trainings for the future.
 - A small grocery store opened in Prairie du Chien which may offer opportunity for employment.
- d. Monroe County**
- Layoffs from Toro are using Job Center resources.
 - Seeing a lot of new faces as a result of the new location.
 - Trying to start up a few workshops and trainings.
 - The Census is using the facilities.
 - 2nd set of CNA classes are starting up.
- e. Veteran Services**
- FAA accepting applications for nation-wide employment opportunities. Targeting 18-31 year olds.
- f. Job Service**
- Recently hired a new counselor in La Crosse who is focusing on WISCareers workshops.
 - Re-employment Services clients are starting to access the WorkKeys program.
- g. DWD Veteran Services**
- Hiring 40 new Veteran Services Reps. across the state. Looking to hire for the La Crosse Job Center in January 2010.
- h. La Crosse County Human Services**
- FSET/Job Quest getting lots of use.
 - Numbers of doubled in W2 program.
 - Human Services staff is focused on Badger Care services.
- i. Crawford County Human Services**
- W2 program very busy as well.
 - Badger Care caseload is very high.
 - Human Services and Economic Support seeing a diverse group of people needing assistance.
- j. Workforce Connections, Inc.**
- Construction Opportunities (Adult ARRA) graduated 17 in their first Cohort. Cohort 2, consisting of 13 participants, is just getting underway.
 - WETAP has been extended another year.
 - YOE will be funded through next December.

- WIA dollars are very tight right now but the Retraining Grant may help in that area.
- Opportunity Grant is available for individuals who work part-time and also attend a technical college where they are focused on a career in a “high demand industry”.

E. One-Stop Committee Work Plan

1. Job Center “Soft Skills” Measure

As recommended at the Aug. 27th meeting, Ms. Johnson contacted each Job Center and Access Point of Service to determine if they are currently incorporating soft skills training in their workshops, and if so is there any way to measure a gain in skills. The results showed that soft skills training is incorporated on some level in each workshop but no measurement is determined. After sharing these results with the committee, it was determined that this area of focus may not be relevant to our current economic and employment conditions. It has been recommended that this area of focus be reconsidered for the 2009-10 program year. The One-Stop Committee will address the workplan goals at the Strategic Planning Session scheduled for January 11th.

2. Website for Job Center/Access Points of Service

Ms. Johnson informed the committee that she will be working with the Job Center/Access Points of Service Leads to develop and create a website that will better serve their clients and the general public. More information to come as development continues.

F. Unfinished Business - None

G. New Business - None

II. ADJOURN

Motion made (Pierce/Ryan) to adjourn. Motion carried unanimously. The meeting adjourned at 2:10 p.m.

Western Wisconsin Workforce Development Board, Inc.
EXECUTIVE COMMITTEE
MINUTES OF MEETING
December 21, 2009

I. ORDER OF BUSINESS

A. Meeting Minutes

Motion made (Abbott/Young) to approve the September 14, 2009 meeting minutes.
Motion carried unanimously.

B. WIA Reporting

1. Administrative Budget Report

Melissa Bechtel reviewed the administrative budget report and the grant status report for the period ending October 31, 2009. It was noted that all WIA formula funded Dislocated Worker dollars have been expended thus halting all participant expenses till further notice.

Motion made (Young/Abbott) to approve the administrative budget and grant status reports. Motion carried unanimously.

2. Conference and Training Expenses

As a result of the WIA Dislocated Worker spending freeze, the Executive Committee has agreed to allocate the WDB conference and training funds to assist with WIA Adult and Dislocated Worker services.

Motion made (Flogstad/Braund) to approve the allocation of WDB conference and training dollars for WIA Adult and Dislocated Worker services.
Motion carried unanimously.

C. Workforce Development Outlook

1. Economic Outlook – Roundtable

Jim Young – Veterans – The Veterans Healthcare System has been extremely busy. Jim learned in D.C. last week that the Secretary has a 5 year plan in the works to end homelessness.

Jerry Hanoski – Workforce Connections, Inc. – The Job Centers are extremely busy with a record 5,000 accesses for the month of November.

Marina Abbott – Manpower – Increase in business from construction companies who are hiring back for special projects.

2. WIA Updates

With the passing of the Jobs Bill and youth unemployment at its highest in the last 20 years, we should expect to see another summer youth program in 2010; but with about a 41% allocation cut. It is also projected we will see a leveling in WIA funding; even with the level funding additional cuts may result.

3. AIM2WIN - update

Beth Sullivan provided an update that included the announcement of the AIM2WIN partnership's intent to hire a project coordinator to assist in project management and relationship building; thanks in part to the match contribution provided by our tri-state energy partners.

D. WDB Membership

1. Secretary/Treasurer Seat

Dan Braund recapped and confirmed the Board's decision to accept Jerry Hanoski's respective decline of the board appointed Secretary/Treasurer seat. Pete Eide has accepted his nomination and will fill in as the WDB Secretary/Treasurer until next year's annual meeting.

2. LEO Motion / Membership Update

In order to maintain private sector majority and reduce the board size to 33 through attrition as recommended by the Local Elected Officials, two (2) additional private sector seats need to be filled and two (2) public sector seats need to be reduced. The goal, at this time, is to increase the private sector seating by two (2) with a focus on recruiting membership in counties where we currently do not have representation.

E. Executive Committee Work Plan

1. Review Work Plan

Heather Johnson reviewed the Executive Committee Work Plan and asked committee members to start thinking about plan updates to be included during the Strategic Planning Session meeting in January. Two suggestions were made including: (1) strategies for working with a smaller budget and (2) the development of a state and local contact list for all industry clusters.

2. January Strategic Planning Session

Ms. Johnson presented the 2010 Strategic Planning Session overview. Our focus will be on 'Closing the Skills Gap'. The January 11th meeting will share western Wisconsin unemployment statistics and an overview of the Ruby Payne presentation, "A Framework for Understanding Poverty". The April meeting will provide a comprehensive look at sector-focused training.

3. Heather Johnson – Exempt Status

Motion made (Young/Abbott) to approve a salary adjustment and change to exempt status for the WDB Administrative Coordinator effective January 1, 2010. Motion carried unanimously.

F. Committee Roundtable Updates

1. One-Stop Committee

Mr. Young reported that the One-Stop had discussed the Job Center Tracking Report and heard an activity report-out from each Job Center and Access Point of Service. The new Disability Program Navigator, Rhonda Staats was introduced and welcomed by meeting participants.

G. Grant Approval

Ms. Sullivan presented the following grants for committee approval:

1. Opportunity Grant - \$78,750

Focused on training incumbent workers who meet a 200% poverty guideline.

2. Retraining Grant - \$87,615

Assist in retraining dislocated workers from small layoff events which would otherwise not be eligible to be served under a regular Special Response Grant.

3. Special Response Grant - \$111,253

To serve dislocated workers from CHART and Cummins Emission Solutions.

4. Energy Sector Grant - \$25,000

Supporting Western Technical College and other energy initiatives in energy related training.

Motion (Abbott/Young) to accept the grants received. Motion carried unanimously.

H. Grant Updates

The following grants have been received and are in progress.

1. HealthCare – \$70,464

To work with the UW-L Extension on leadership training for direct care supervisors, a gerontology certificate training for direct care workers; Franciscan Skemp for computer training for medical records; and Riverfront to institute training in the health care field for those with developmental disabilities.

2. EMMA – \$44,139

To fund LEAN training for members of EMMA.

3. Bio Composites/Plastics - \$15,305

To help with the formation of an Industry Cluster in Bio Composites and to develop a career ladder.

4. FRAN - \$15,793

To assist the Food Resource and Agricultural Network with cluster formation.

5. Special Response Funding - \$253,949

For the period July 1 through December 31, 2009. This grant will serve dislocated workers from Miniature Precision Components, La Crosse Footwear,

Cardinal IG, NCR Consumables, Trane Company, PACAL Industries, Northern Engraving, TORO and TRW. We will have the opportunity to apply for more funding in October.

6. Emerging Skills - \$100,000

To assess skill needs in the BioIndustry and Biotechnology; assess the skills lacking in the current workforce; to finalize a career pathway model; and deliver entry level training.

7. MSSC - \$21,250

To certify job seekers in the MSSC Quality and/or Safety Modules and to introduce employers to the MSSC Credentials.

I. Grant Opportunities

The following grants are outstanding.

- 1. Tri-State Healthcare Sector Grant (ARRA)**
- 2. Pathways out of Poverty (ARRA)**
- 3. Tri-State Energy Training Grant (ARRA)**
- 4. State Health Career Ladders**
- 5. National Emergency Grant**

J. Unfinished Business - None

K. New Business - None

II. ADJOURN

Motion made (Hill/Dunn) to adjourn. Motion carried unanimously. The meeting adjourned at 4:45 p.m.