



**MINUTES of the JOB CENTER NETWORK COMMITTEE
WEDNESDAY, NOVEMBER 30, 2005**

Private Industry Council of Milwaukee County, Inc.
2342 N. 27th Street
Milwaukee, WI 53210
Youth Building - Meeting Room 116
1:30 P.M.

Committee Members Present: Brig. Gen. Robert Cocroft (Chair), Sheila Knox and Richard Tennesen (2:10 p.m.)

Committee Members Excused: Lupe Martinez and Mary Moore

Guests Present: Enid Glenn - DWD-DVR and PIC Board Member (2:00 p.m.)
and Tina Koehn - UMOS (1:40 p.m.)

Staff Present: Chad Austin, Leo Baber, Delores Graves, Amy Pringle,
Danna Rhinehart and Lesley Salas

MINUTES
(Pending Committee Approval)

The Chair Brig. Gen. Robert Cocroft called the meeting to order at 1:36 p.m.

I. Approval of Minutes

Sheila Knox noted that there were multiple incorrect spellings for “ Mr. Lupe Martinez.” She requested corrections (page 3 and 5) should be made for consistency throughout.

**Motion was made to approve the minutes with the
corrections to Mr. Lupe Martinez’ name**

BG Robert Cocroft

Second

Sheila Knox

Motion approved

II. Report Summaries

A. Job Center Committee Site Visits

Chair BG Robert Cocroft initiated a group discussion and review of the One-Stop Job Center environmental scan via Job Center site visits conducted on October 18, 2005. The report developed by the PIC Employer Services staff provided a summary of the specific areas and items of interest that were viewed and assessed by the committee. In addition, the following comments were added:

- The management and operation of the Racine County Workforce Development Center was very impressive. It may be a beneficial model to use for all One-Stops.
- PIC and One-Stop Job Centers should expand partnerships with smaller employers.
- One Stop Center staff needs to seek more training opportunities and/or resources to provide job seekers with technology skill training and skill enhancements.

B. Employer Workforce Needs Informational Session

Chair BG Robert Cocroft led a discussion and review of the Employer Workforce Needs Information Session held on November 8, 2005. The report prepared by the Employer Services Staff provides a summary of the session and the information that was exchanged between the employer representatives and the committee and other Board members, PIC and Job Center Network staff who attended the session. As a result of this collaborative activity the groundwork for WDB strategic planning to enhance service delivery through our One-Stop Job Centers was laid. We anticipate that much of the information provided by our employer partners will be utilized as we move forward with our plans for continuous improvement in our One-Stop Job Centers.

Specific observations were elaborated and further discussed:

- BG Cocroft remarked he was surprised that employers stated they receive a large number of incomplete job seeker applications from Job Center staff [when conducting special recruitment activities]. Applications that are not **completely filled out are automatically excluded**. Case managers and job developers need to be reminded of the importance of having job seekers complete job application forms.
- Additional findings revealed that job seekers lack basic reading, math and critical thinking skills; are not prepared for a job interview or lack appropriate interviewing skills; do not “tell the truth” on job applications; or express motivation to work. Training needs to be provided to both “out-of-school” job seekers and “in-school” future job seekers.
- Technology has changed the world—Employers are technology driven and a) Anything we create [to assist job seekers] must tie into employer systems; b) How can we prepare job seekers to be better prepared to “new world” technologically in the workplace; and c) We need to develop strategies to assist smaller employers that may have working environments suitable for the majority of our job seekers.
- Literacy issues are a major concern—too often Job Center staff encounters job seekers who need basic assistance completing an application. This is especially true for older job seekers and dislocated workers. Too embarrassed to say they cannot read or understand the questions, applicants say they “left glasses at home” or give some other excuse. Further discussion of this item disclosed a need to research available programs and funding for educational programs that could raise the basic skills and literacy levels of job applicants. Are there program models designed to meet these objectives available within the vocational school system? What programs are available within the network of Job Center Partners? Chairman BG Robert Cocroft asked for research assistance to identify potential assistance with obtaining this information. BG Robert Cocroft stressed that if job seekers cannot read,

obtaining self-sustaining employment may just be out of reach since even entry-level jobs require at least some reading and math skills. Technology further widens the divide.

Chairman Cocroft requested that Employer Services staff research training programs that specifically focus on increasing the basic skills and academic levels of job seekers within a specified time period.

III. Wisconsin Job Center System

The committee was provided with the latest draft revisions (11/04/05) of the Wisconsin's Job Center Service Standards and Outcomes, The Certification Requirements for Comprehensive Job Centers; and The New Wisconsin Job Center System structures with three model examples.

- A. The Job Center Service Standards establish the framework and define expectations for serving customers within Job Centers across the State of Wisconsin and the indicate the minimum array of services that must be provided through each Job Center in the State.
- B. The Certification Requirements specifies that Workforce Development Boards (WDB) is responsible for certification of comprehensive Job Centers.
- C. The One-Stop Job Center System Models provide the framework to assist WDB's in determining its structure; memorandum of understandings and other agreements necessary to effectively operate the system in our local area.

Chairman Cocroft suggested the Job Center Network Committee meet to specifically determine the model best suited for our local area and to plan the next steps to obtain all the appropriate levels of acceptance and approvals and secure partner support.

VI. Other Business

None

Motion to Adjourn

BG Robert Cocroft

Second

Sheila Knox

The meeting was adjourned at 2:45 p.m.