

DRAFT

Milwaukee Area Workforce Investment Board Program Committee Meeting

February 28, 2008
Milwaukee Area
Workforce Investment Board
2338 N. 27th St.
Milwaukee, WI
9:00 a.m.

Members Present: Sheila Cochran, Lea Collins-Worachek, Melanie Holmes, Devon Turner and Wallace White (Committee Chair)

Members Absent: Willie Johnson Jr., Lupe Martinez and Linda Sowell

Guests/Visitors Present: Melanie Howard (Kaiser Group), Bill Malone (City of Milwaukee), Jim Nitz (Kaiser Group), Jennifer Riggenschach (UWM) and Duane Schultz (MATC)

Staff Present: Chad Austin, Delores Graves, Mark Kessenich, Don Sykes and Paul Wechter

I. Call to Order

Committee Chair Wallace White called the meeting to order at 9:03 a.m.

II. Introductions and Comments

A. MAWIB President

Tremendous progress is being made in system item changes. Next week there will be a coordinating council meeting to work out protocols with major sponsors, one-stop centers and career opportunity centers. The most important task then will be to establish a process and way in which to initiate and implement a centralized business services unit.

Linda Stewart was introduced. As part of the strategic planning process, she is assisting with an organizational assessment of staff, strengths and weaknesses. In addition, she will work with some of the committee members to put together a subgroup of business representatives to assist with crafting the plan for the business services unit to make it most useful to the business community.

Funding is one of the biggest issues that will be faced. Funding in this community is in silos. Funding is also centered around issues that encourage competition rather than cooperation and integration.

A neighborhood and community-based organization forum is being planned to identify issues they have and focus on barrier removal for job seekers.

The sector analysis is moving ahead. Some time in the near future a report will be given on efforts to establish a health sector intermediary. The WIB is working with MATC concerning the prospect of a customer service/retail/tourism/ hospitality sector. It is planned to pull the various initiatives in the community together and

create a coordinated effort. All of the major players will be brought to the table. In both of these sectors, the focus is on jobs, so efforts are being made to bring the employers to the table first.

B. Committee

Each Committee Member gave a brief statement of their expectations of the WIB:

Melanie Holmes stated that her expectations are for tangible results from the activities—putting people to work.

Devon Turner stated that she is hoping the WIB will be able to connect with the business community in a real way, that jobs can be identified where there is a real need in entry level positions, and for some real in-road to a coming together of minds to replace the current disconnection in order to get underemployed and unemployed people work.

Sheila Cochran stated that she is looking to see sectors raised to the point they can meet capacity and flow a number of job seekers into them. She is also looking for some continuity of how we approach jobs in Milwaukee. There has got to be some place where the average person knows to go to when they need to find a job.

Lea Collins-Worachek stated that she would like to see the gap between the workforce development system, employers and job seekers tightened up and the needs of employers and job seekers met. There are a number of partners in the workforce development system in Milwaukee and she is glad for the effort to pull them together. The system attracts many people that have a lot of significant needs and barriers to employment that need to be addressed. We need to better connect with resources available in the community to bridge that gap and help job seekers land and retain jobs and deal with the everyday stresses in life that they bring to their employment situations and to work with employers who need to fulfill the bottom line, but have people with significant needs in their workforce. There is a need to look at how to do this differently than it has been done before.

III. Administrative Items

A. Committee Membership

Meetings are open to all visitors. Visitors who wish to speak should make a written request in advance.

Staff is always welcome to attend and contribute to the business of the committee and help with the achievement of goals.

Lupe Martinez has been added to the membership of the Program Committee.

B. Committee Schedule and Location

The Program Committee will meet once per month until further notice. Calendars need to be coordinated to find a convenient meeting time for everyone. Meetings will not always be held at the WIB; some meetings will take place at agencies and one-stop centers so the committee can see activities and services to clients.

IV. Program Committee Purpose and Role

Wallace White referred everyone to page 24 of the Local Plan handout, which states that:

“The Program Committee provides leadership to the Board pertaining to matters which affect program design, program policy and contract performance. Further, the Committee provides leadership to the coordination and development of partnerships which govern the local workforce development infrastructure including the Comprehensive Job Centers, the One Stop Operator Agreements, and Central Business Services Unit. Additionally, the Program Committee is charged with oversight and support of the Local Coordinating Council, the Neighborhood and Community Council, and the Sector Partnerships Initiative. The Committee establishes procurement processes for program activities, makes recommendations to the Board regarding the selection of contractors and monitors the performance of contractors and vendors. The Committee works with independent reviewers and staff of the Workforce Development Board to solicit and fund high quality, innovative initiatives that meet the needs of the local workforce area. It also develops local program policy pertinent to specific programs and funding sources.”

This addresses two main things: 1) Performance of programs and support for them to accomplish their mission and the overall mission of getting people work, and 2) forward-looking responsibilities and things that are still under development. Linda Stewart has been charged to work with some of these areas of responsibility in the mission statement. Ms. Stewart provided the following information:

The first thing being worked on is an organizational assessment to evaluate where things are with the work going on and for the new direction of the WIB. A two-part comprehensive survey for staff has been created and is being administered. The first part asks staff to provide an overview of their job responsibilities. The second part is for anonymous response to 1) determine if there is clear understanding of the new vision, mission and direction; 2) determine strengths, weaknesses and organizational needs; 3) determine what kind of planning is taking place within units; 4) determine what kind of data is routinely collected and how the staff is looking at the impact of it; 5) determine staff perception of empowerment for innovation; 6) determine internal teamwork structure and needs; 7) determine what staff is currently doing in terms of collaboration and coordination with partners; 8) identify staff interests in global workforce issues and trends; and 9) gather ideas on making WIB the “go to” workforce development agency. Survey responses are due March 3rd. A preliminary draft report on the survey should be completed approximately two weeks later.

Don Sykes indicated that the information will be distributed to the Board and used as input in the formation of a strategic plan.

V. Local Plan Review

A copy of the revised Local Plan was distributed.

VI. Staff Program Reports

A. Program Activity

Mark Kessenich indicated that the staff wants to make sure the Program Committee receives performance data to aide in determination of whether organizations are meeting goals. On a monthly or quarterly basis there will often be proposals, requests for proposals, contracts and other items related to the operational structure that staff will try to get to the committee in advance. He suggested that committee members identify strategic focus areas that are important to each of them as committee members, be able to track and discuss progress and be able to champion programs and carry messages back to the Board.

Wallace White stated that there are three levels of review and monitoring: compliance, performance and impact.

Mark Kessenich indicated that committee members should let staff know what kind of data they would like provided. The following comments came forward in immediate response:

- Wallace White stated that he would like to be able to drill down into more data in the report on metrics for the three groups the WIB serves, such as how many people were served and what were the results. Comment was also made that WIA reporting data consumes much time and reports come out so late that they are not very useful. Don Sykes said that some of the data that WIB will provide with an effort for real time data.
- Devon Turner asked about the status of the brief description of programs and funding that was requested at the last Program Committee meeting. Don Sykes responded that the committee will have this information by the time of the next meeting.
- Melanie Holmes stated that what is needed is a snapshot, information on what is wrong, and then work can be done to fix things.
- Lea Collins-Worachek stated that solid data with a good balance will be needed to help committee members champion various areas. She also suggested incentives for job seeker customers to share information with us on results.
- Don Sykes said that WIA reports are also extremely limited concerning what takes place in this community and that kind of data is needed.

- Sheila Cochran stated that a narrative is needed to explain what the terms and the data mean.
- Sheila Cochran stated that data should be provided to show the impact of WIB changes on the program partners and other programs. Linda Stewart responded that this will be done as part of the work she is doing.

B. Budget Activity

Wallace White indicated that the committee needs to know the budgets for all of the activities it is responsible for and information that shows what kind of return there is on the investments.

Committee members should contact Mark Kessenich if they have anything else they would like to see in future reports.

VII. Policy Planning and Program Issues Review

A. Standing Issues

1. Sector Approaches

Duane Schultz gave a presentation about the direction the WIB is going relative to sector approaches. A copy of the presentation was distributed. The committee was asked to identify anything that is missing or needs correction/revision. One of the big issues is how to collaborate with the Board, the businesses and the community.

Sheila Cochran asked for data on the jobs to be provided for Milwaukee County only.

MATC in its partnership with CBOs wants to focus on career readiness for students in pre-college programs.

The system is to be business-oriented with strong involvement and support from the business community. Collaboration with grassroots and community-based organizations will be sought to help with removal of barriers.

Institutional partners are needed which includes City, County and State agencies and organizations. Wallace White indicated that MMSD should be added to this group. Concern was expressed that policies and bureaucracies of institutional partners not become barriers.

Concern was expressed about the time it would take people to go through a sector approach to a job when they have an immediate need for a job/income. Don Sykes indicated that not everyone will be put into a sector approach process when they have a need for a job, but it will help put some focus on career opportunities for the future.

2. Program Alignment

The concept of coaching, retention and placement has been discussed. It is desired that staff put together a five-year plan.

B. Current Issues:

1. Ex-offender Initiative

The WIB is working with the Department of Corrections and DWD on this \$400,000 initiative that came out of the Governor's office which is not only for ex-offenders but also for youth and disadvantaged populations and includes training and placement. Don Sykes hopes to find additional resources for this initiative.

2. Summer Youth Program

The WIB is working to integrate the WIA youth program with the \$500,000 grant that the City received from the State which will allow a substantial program to be put into place that includes public sector summer jobs along with the addition of year-round internships with private industry. Bill Malone indicated that the City is about to launch the Mayor's public sector outreach effort to recruit business involvement in the program. The City also has an additional \$300,000 in community development block grant funding which it uses to run a City-sponsored summer youth internship program where approximately 250 young people will be able to get jobs working in City government. The County and MPS no longer have summer youth programs.

A handout was distributed regarding the Green Youth Summit that the WIB is putting together to expose youth to green technology.

3. Youth RFP

(No information reported.)

WIB staff has been putting together a quick index of WIB program policies. A handout was provided.

VIII. Other

None.

IX. Adjournment

The meeting adjourned at 10:42 a.m.