

Milwaukee Area Workforce Investment Board Program Committee Meeting

April 28, 2008
HIRE Center
816 W. National Ave. – 2nd Fl
Milwaukee, WI
9:00 a.m.

Members Present: Sheila Cochran; Willie Johnson, Jr.; Devon Turner and Wallace White
(Committee Chair)

Members Absent: Lea Collins-Worachek, Melanie Holmes, Lupe Martinez and Linda Sowell

Guests/Visitors Present: Lauren Baker (MPS), Mike Balistriere (Milwaukee Labor Council), Bunny Browning (HIRE Center), Pat Elizondo (HIRE Center), Roger Hinkle (HIRE Center), Melony Howard (Kaiser Group), Theresa Loerke (DWD), Al Luna (MATC), Jennifer Riggenbach (UWM), Thelma Sias (MAWIB Board Member), Duane Schultz (MATC), Allen Turner (MAWIB Board Member) and Geoff Upperton (AFL-CIO)

Staff Present: Dick Buschmann, Delores Graves, Mark Kessenich, Joe Stolzman, Don Sykes and Sue Wile

I. Call to Order

Committee Chair Wallace White called the meeting to order at 9:05 a.m.

II. Approval of Minutes

Motion to approve the March 26, 2008 Program Committee meeting minutes

Sheila Cochran

Second

Willie Johnson

Motion carried unanimously

III. Introductions and Comments

Don Sykes shared the following information:

- The 2009 WIA workforce investment allocation from the State has been received and includes an increase in funding of almost 21 percent with 12 percent in youth, 11 percent in adult, 36 percent in dislocated worker and 20 percent in administration. A budget will be presented to the Board at the June meeting.
- The WIB has been invited by the Urban Economic Development Association to assist with planning its summit concerning transportation and workforce development. Ideas from Program Committee members can be carried forward to the planning group.

- Jobs for the Future, the technical assistance arm of the national fund for workforce development, is very interested in having Milwaukee apply for funding for sector approach workforce development. They held a meeting with a number of local foundations including Casey, Greater Milwaukee, Pettit, Bader and United Way. Jennifer Riegenbach is at work with a small group on a grant application.
- The State Workforce Development Board is developing a virtual one-stop for workforce development in the State that can be accessed via computer. The WIB is collaborating with Goodwill and the County Social Services Health Office to explore opening a number of virtual access points in the community in locations such as libraries where some support would be available, to make it easy for the average citizen to access information on workforce development and sign up for various opportunities and benefits. Further information will be brought to the committee after a concept paper is drafted.
- The Helen Bader Foundation has put \$500,000 up for workforce development and agreed with moving \$50,000 into the regular youth program and \$50,000 into the Johnson Controls conservation youth program.
- The Helen Bader Foundation is having a “Leadership and Environmental Sustainability Green Pathways to Prosperity Conference” on May 22nd. Everyone was encouraged to participate and see what community groups can do in green technology while at the same time creating jobs. Interested Board members should contact Don Sykes.
- Work is progressing on ETO and development of a comprehensive data system that integrates all entities. Work is progressing on the establishment of Quiet Agent, a more friendly data system for businesses to list job skill requirements that can be matched with job seekers.
- The Board is moving ahead with strategic planning for a two-day retreat this summer and intends to lay out some clear objectives and goals to be accomplished over the next one to four years.

IV. Staff Program Reports

A. Data & Management Information System Concept

On May 8th the three COCs, MATC and WIA staff will meet to determine what must be done to move forward, identify the issues and determine how to relate to the Quiet Agent software on the business services side.

B. Sector Approach Update & Delivery Status

Dick Buschmann addressed the manufacturing sector, distributed a report on the needs and opportunities for welders in the southeast Wisconsin region and shared the following information:

- A survey of 500 employers in the southeast region found that 59 percent of those companies said would be expanding their needs in the next two years.

- A research report on the I-BEST model training program that integrates adult basic education and workforce training was distributed. Recruitment is taking place now for a pilot to start in late May and run through the end of June to address the problem of ineligible candidates.
- Technical colleges have been involved in developing a curriculum for the welding program based upon team teaching of adult basic education and vocational training.
- Businesses will be involved in curriculum development and the model will be based upon the expressed needs of employers.
- Core competencies will be applicable to any business, but proprietary interests should be handled by the employers through customized on-the-job training.
- Grants will be pursued for curriculum development as well as professional development.
- Target outcomes:
 - Enroll 20 individuals in the first cycle and achieve at least 16 completions.
 - Incorporate established curriculum into the regular curriculum at MATC with the new team teaching model.
 - Development of a stacking model by modularizing courses for certification and credentials with employers.

C. Business Services Unit Status Report

- An orientation session was held for the Business Services Unit, which includes 15 staff members from the WIB, YWCA, UMOS, Job Service, MATC, PSI, MAXIMUS and the HIRE Center. Three employers participated in the orientation and addressed several topics including the value of establishing relationships with employers and preparing people to keep jobs. The unit will look at these issues and is hopeful that Quiet Agent will enable better matching of workers to employment.
- Marketing of the unit will be addressed and will include creation of a brochure of services and contact information.
- Strategy development is planned with CBOs for close ties with job seekers. The WIRED initiative addresses talent development and has \$35,000 to kick off a study and gather information for a research approach. Discussion has taken place on what it takes to be job ready and help people find the necessary services. Job support needs will be addressed with applicants before they enter the worker applicant pool.

D. Update on the Progress towards Summer Jobs

Subsidized work experience:

- Approximately 940 requests for slots and 1,200-1,400 job applications have been received; however, there is funding for only 700 positions.
- The private sector is being asked through a variety of approaches to make 1,000 youth job opportunities available. Thus far, there are 200 pledges.

Thelma Sias suggested cross-checking lists in order to sustain relationships, prevent confusion and ensure that requested funding is not lost in exchange for summer jobs.

E. Year-round Youth Program Report

- WIB staff members are developing a Request for Proposal (RFP) for organizations to work with approximately 300 young people. The RFP should be out by May 5th and will be designed to let contracts in September.
- Program Committee and Board members, in partnership with the Youth Council, are requested to review proposals and make recommendations on selection of providers.

**Motion to recommend Program Committee participation
in the proposal review and recommendation process**

Willie Johnson

Second

Sheila Cochran

Motion carried unanimously

F. Budget & Performance Update on WIB Programs

Mark Kessenich distributed and reviewed a program update of budget and performance data.

V. WIB Initiatives, Policy and Planning Issues

A. DWD/DOC/WIB Skills Training Project

- The selection process went forward. The Wisconsin Regional Training Partnership and Wisconsin Community Services each received \$195,000 in partnership with a consortium of other organizations. Ten-month contracts are scheduled to be let in May.
- The WIB's role in this pilot project is fiscal and program monitoring; update reports will be provided to the Program Committee.

B. Green Jobs Initiative

- Work is building off of the Green Summit held approximately six weeks ago with organizations promoting green energy, construction, manufacturing and conservation.
- Formation of an advisory group is desired to help craft a vision and strategic agenda for green-collar jobs.
- A goal has been established of 100 youth in green jobs in the subsidized employment program beginning this summer.

C. Five-Year Program Plan

Development of a five-year program plan is going well, the idea being to prepare a plan that will result in an unsolicited proposal to the new administration of the federal government for funding support to Milwaukee.

VI. HIRE Center Presentation and Tour

Alba Baltodano gave a PowerPoint presentation and distributed handouts on the HIRE Center, Dislocated Worker Program that included information on governance; learning lab and resource room usage trends; program framework; employer, client and bilingual services; and performance comparisons. Other comments included the following:

- The HIRE Center is a national model focused on dislocated workers and has been in existence for approximately 20 years with little staff turnover. Approximately 33 percent of the staff is bilingual, speaking Spanish and Asian languages. The staff also includes individuals from organizations that had large dislocations.
- Partnerships have been in existence for many years. Partners meet monthly and regularly work on improvements.
- Manufacturing and health care sector focus groups meet quarterly, and work is being done on training and curriculum.
- There is a great exchange of ideas among labor, education and business.
- Performance has been steady in placement and retention. The center has a high average retention rate—92 percent—and compares favorably with the rest of the state while serving a high needs population.
- Nearly all funding is comprised of federal dislocated worker dollars. The WIB acts as fiscal agent for all funding to the HIRE Center, but does not contribute to its funding.

Committee Member Comments:

- The center should be properly acknowledged.
- Identify other programs through the Job Centers that the HIRE Center can assist with.
- Funds are spent very effectively and this is one of the most outstanding partnerships the WIB has. It is a good model to emulate as the WIB looks at sector strategies.
- Willie Johnson, Jr. stated the importance of continuing and fostering the growth of the WIB relationship with the HIRE Center and offered his and the Board's assistance.

VII. Adjournment

The meeting adjourned at 10:45 a.m. and a tour of the HIRE Center proceeded.