

Youth Committee Meeting Minutes

**Randy Guttenberg, Co-Chair—Youth
Elizabeth Roddy, Co-Chair—Youth
Francis Langer, Board Chair
Laura Cataldo, Past-Chair
Thomas Cox, Michelle Eilbes, Fred Hebert,
Chuck Klein, Jennifer Klein, Pam Korth,
Melissa Montey, Charles Poches,
Lisa Pollard, Calvin White Eagle, Hugh Wing**

**Thursday, November 16, 2023
9:00 a.m. to 11:00 a.m.**

**Madison Area Technical College
Truax Campus – Room A1003
1701 Wright Street
Madison, WI 53704**

Members Present: Randy Guttenberg, Co-Chair; Thomas Cox, Michelle Eilbes, Chuck Klein, Jennifer Klein, Charles Poches, Lisa Pollard, Elizabeth Roddy, Hugh Wing

Staff Present: Seth Lentz, Jackie Hall, Chris Ziegel, Becca Collins, Sim Gandhi, Becky Kikkert

Guests Present: Jon Danforth, Julie Enloe, Del Underbakke

Agenda Item 1 – Welcome and Introductions

Roddy called the meeting to order at 9:06 a.m. and welcomed everyone. Everyone introduced themselves.

Agenda Item 2 – Review and Approval of the September 14, 2023 Youth Committee Minutes

Roddy asked for a motion to approve the September 14, 2023 Youth Committee minutes as presented. Guttenberg moved to approve the motion as presented. Poches offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 3 – Performance Update

Hall provided an overview of the Federal Performance Scorecard. All metrics have been met or exceeded.



Partnerships and pathways for economic growth

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Cox requested detail on the *Measurable Skill Gain* metric.

Hall responded with examples of documented progress such as report cards, certifications of completion of a training program, or certified pre-apprenticeship training. WIOA Youth fulfill these requirements with report cards each quarter.

Hall highlighted the region's earnings for program participants and celebrated the largest youth participation in the state of Wisconsin. WDA10 is one of the highest performers for youth receiving credentials. Opportunities for improvement include entry into employment and employment retention. *Median earnings 2nd Quarter after Exit* for the region is the 3rd largest in volume by WDA for the state. The data surmises youth are prioritizing immediate financial stability over career exploration.

Cox suggested data aggregating earnings against cost of living.

Hall thanked Cox for the suggestion and noted staff will review the data.

Hall presented on the remainder of metrics encompassed under performance accountability and reporting:

- *Employment Rate 2nd quarter after Exit* - 3rd largest in volume
- *Employment Rate 4th quarter after Exit* - 3rd largest in volume
- *Credential Attainment Rate* - 3rd largest in volume
- *Measurable Skill Gains* - 2nd largest in volume

Lentz expressed enthusiasm for averaging 3rd largest volume in the state.

Cox inquired on goal setting.

Lentz confirmed each state negotiates with the Department of Labor (DOL) to set their respective goals, whereupon the state then works with each workforce development board to set each local area's goals. WDA10's metrics largely affect the state's overall performance.

Agenda Item 4 – Monitoring Update

Collins briefed Members on the Department of Workforce Development (DWD) monitoring performed in August. Their review consisted of seven contractor files per program. Customer Satisfaction surveys of program participants were conducted by DWD. Career Planner (also included Training Navigators) interviews were also conducted by DWD. DWD has shifted from a compliance-oriented method to more of a participant-focused method. The main observation from monitoring includes the recommendation to increase the frequency of contact with participants.



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Collins continued with details on local contractor monitoring. Board staff reviewed 100 participant files and observed an increase in co-enrollments between WIOA Youth, WIOA Dislocated Worker, and the Department of Children and Families (DCF) Independent Living participants.

Hall celebrated over 60 students have enrolled under youth apprenticeship through Dane County School Consortium (DCSC). Staff are working with the State to determine a seamless transition among WIOA In-School Youth (ISY) to WIOA Out-of-School Youth (OSY).

Collins spoke upon the 2023-2024 Quality jobs, Equity, Strategy, and Training (QUEST) National Dislocated Worker grant, focused on fixing deficiencies in early childhood education. The Board is partnering with Madison Metropolitan School District (MMSD) and participants interested in the early childhood education program. Staff estimate between 130-150 students will be engaged and possibly enrolled in programming and there may be up to 40-50 students who may participate in a paid work experience.

Cox questioned if other school districts will be joining.

Collins answered staff are always looking for additional school districts.

Lentz clarified the grant is still in initial phases and the expectation would be to expand to additional regions once implemented.

Pollard commented on the difficulties finding childhood education program participants.

Roddy stated Jefferson County has two choices for childcare that aren't in-home/residential operations.

Hall noted the youth apprenticeship program has added in early childhood education as an option.

Kikkert added that a building-out of a teacher apprenticeship program is in the works with the DWD Bureau of Apprenticeship Standards.

Agenda Item 5 – Youth Model Reflections and Discussion

Lentz reviewed upcoming planning initiatives for the 2024-2027 Workforce Innovation and Opportunity Act Combined State Plan as well as the Board's 2024-2027 Local Area Plan. The State Plan will be submitted to the U.S. Department of Labor (DOL) in March 2024. There will be an expected 30-day public review period in January 2024. The Board's Local Plan will be built off of the State Plan. The State of Wisconsin has requested a Youth Waiver. WIOA Youth requires 70% of funds to be allocated to OSY and 30% to ISY. The requested waiver would allow for 50% to OSY and 50% to ISY. Many workforce development areas (WDA) in the State do not provide WIOA In-School Youth opportunities.



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Lentz stated common challenges include budgeting, which entail a decreasing WIOA allocation year-over-year and stressed the importance of braiding of funding. An additional challenge is a lack of regional service model. Dane County is resource-rich and is able to provide ISY services abundantly. Other areas within the WDA10 region are rural, and do not have as many options for ISY participation. Opportunities include investment strategies & resource alignment, collaborative program development & adjustments, and increased participation.

Roddy suggested marketing campaigns and an increase in community awareness with a focus on each respective county within the region.

Wing proposed targeting similarities between youth services and organizations. Support between each organization to help further the initiative(s).

Cox advised on the lack of transportation within rural counties and pushing of exploration between counties.

Pollard commented the declining population within rural counties presents an increasing challenge.

Roddy observed businesses located in smaller communities have a larger investment in local program offerings for youth.

Cox mentioned the increase in technology usage for agriculture-related industries.

Wing noted familiar exposure to youth within the trades. Many rural youths are more acclimated to exposure of the trades in comparison to youth in an urban setting.

Lentz specified a focus on summer youth engagement at the national level. Essential elements include work readiness, career exploration, financial literacy, work experience, academic support, industry exposure, and future planning,

Kikkert presented three examples of successful youth engagement across the nation:

- CareerSource Central Florida – Summer Youth Program - provides three separate summer program tracks for youth.
 - The Explore track provides middle-school students the opportunity to try out a day-in-the-life in careers. The path is five-weeks long with students switching career paths each week. The students meet with local instructors at colleges and universities for further career planning. Students can earn up to a \$1,200 incentive. The program is run by funds from the organization, local cities, municipalities, counties, and employers.
 - The Engage track provides Freshman and Sophomores the opportunity to build a project portfolio to get gigs. The path is five-weeks long focusing on a single industry, and typically includes hands-on work experience. One day a week the student will meet with a coach for future planning. Students can earn up to a \$1,200 incentive. Short-term



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courses are provided by local high schools or colleges to provide the student with classroom experience.

- The Experience track provides students the opportunity to gain resume-worthy work experience. Students earn up to \$15.00 an hour for 30 hour weeks. The track is a five-week paid internship with potential to work beyond five weeks. The track encompasses work in different environments and includes field trips within industry and hands-on learning with employers.
- City of Milwaukee, Wisconsin – Earn & Learn is a summer youth employment program to prepare young people ages 18-24 in the City of Milwaukee to enter the workforce through authentic work experience with local businesses, nonprofits, and community and faith-based organizations. Earn & Learn's mission is to support young people in their transition from adolescence to adulthood by providing an opportunity to develop practical workforce skills. Funding is provided by the State's General Purpose Revenue through legislation, city & county funds, and community-based organizations & employer funds. Earn & Learn is a seven-week program that requires students to work 20 hours a week for seven weeks. Friday's include professional development and job readiness skills workshops which provide students the knowledge on communication and interviewing skills, punctuality, professional conduct, job retention skills, money management, good work habits, basic computer skills, safety, customer service, and time management. Career assessments and exploration are a part of the learning experience. Students will graduate from one-of-two tracks; one track is for jobs tied to the city, and the other track is for jobs tied to employer partners.
- City of Miami, Florida – Summer Jobs Connect Miami focuses on hiring low/moderate income disadvantaged youth, ages 16-19, and engaging them in financial empowerment & education. Program eligibility is limited to City of Miami residents and students must be able to pass a healthcare check. The program matches participants to work with city departments and city partners and assigns students to specific jobs near their residence to help alleviate many transportation issues. The goal is to educate youth on managing money, setting financial goals, and opening a bank account.

Lentz requested Member feedback on focus(es) for future youth engagement.

Wing emphasized leadership and champions. Commitments from the community help to provide youth services. Funding for youth wages are difficult to obtain. Liability is a large concern for many municipalities. Prioritization of engagement beginning in middle school. Program offerings must include experience with Information Technology.

Cox agreed and accentuated career exploration and engagement.

Pollard stated schools are important. Many middle and high schools are providing these experiences to students. Alternative education is experiencing increased enrollments.

Guttenberg specified many schools have the engagements. Partnerships between WDBs and school districts need to increase.

Wing asserted flexibility with funding between organizations.

Roddy articulated approaching districts with existing youth programming models.

Wing highlighted the increase in schools requiring financial empowerment curricula.

Cox affirmed the importance of ongoing and expansion of existing youth programming. Metrics are better determined with multiple years of ongoing programming.

Jen Klein acknowledged the championing of existing youth programming and the relationships which already exist between community, business, and families.

Wing noted very little research on youth programming work for 13-and-14-year-olds.

Lentz thanked Members for their input and discussion.

Guttenberg and Wing provided offers to Board staff for further relationship building.

Agenda Item 6 – Adjournment

With no additional business for the Committee, Guttenberg motioned to adjourn at 10:49 a.m.

Adjourned: 10:49 a.m.

Respectfully Submitted:

Pam Christenson
Board Secretary
Workforce Development Board of South Central Wisconsin, Inc.

Attachments for Board Records:

- Minutes from September 14, 2023
- Youth Presentation PowerPoint
- Grants Summary Handout



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