

## **Planning & Development Committee Meeting**

**Kathy Cromey, Co-Chair—Planning & Development**  
**Margaret Leitinger, Co-Chair—Planning & Development**  
**Pam Christenson, Secretary**  
**Paul Dietmann, Treasurer**  
**Marcia Christiansen, Julie Enloe, Kevin Gundlach,**  
**Lindsay Jones, Todd Kearney, Barb LeDuc, Ann McNeary, Eric Peterson,**  
**Dave Shaw, Shawn Tessmann, Jac Weitzel, Bryan Woodhouse**

**Tuesday, January 31, 2023**  
**10:00 a.m. to 12:00 p.m.**

**Madison Area Technical College**  
**Truax Campus – Room D1630C**  
**1701 Wright Street**  
**Madison, WI 53704**

**Members:** Margaret Leitinger, Co-Chair; Marcia Christiansen, Paul Dietmann, Julie Enloe, Lindsay Jones, Barb LeDuc, Ann McNeary, Dave Shaw, Jac Weitzel, Bryan Woodhouse

**Staff:** Seth Lentz, Jackie Hall, Chris Ziegel, Becca Collins, Jessica Mills

**Guests:** Jon Danforth, Jason Frey, Pamela Waters

### **Agenda Item 1 – Welcome & Introductions**

Shaw called the meeting to order at 10:03 a.m. and welcomed everyone. Everyone introduced themselves.

### **Agenda Item 2 – Review & Approval of the September 6, 2022 Meeting Minutes**

Shaw requested a motion to approve the minutes of the September 6, 2022 Planning and Development Committee meeting as presented. McNeary moved to approve the minutes as presented. Woodhouse offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

### **Agenda Item 3 – Grants and Dislocations Updates**

Lentz directed Members to the Grants Summary handout and provided the following updates:

- UW Health Career Pathway Expansion grant is a Fast Forward Grant for up to \$395,590 to address critical healthcare workforce needs. UW Health will provide a Registered



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3513 Anderson St, Ste 104  
Madison, WI 53704 USA

+1 608 249 9001

info@wdbscw.org  
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Apprenticeship Program for Ophthalmology Assistants (OA) that will provide paid training for 10 OAs each year for a total of 20 OAs. UW Health would support up to 20 incumbent and unemployed trainees attending the program. UW Health will provide instructional facilities, materials, and faculty. Clinical sites will be provided by UW Health.

- Department of Transportation (DOT) Highway Construction Workforce Partnership Initiative is a two-year grant offering \$50,000 per year to facilitate asset mapping and data analysis in regards to road construction. The project will be a collaboration between WDBSCW and Employ Milwaukee.
- Winning in Wisconsin provides each workforce board in Wisconsin with \$20,000 to coordinate business engagement showcases. DWD's Secretary can talk about state initiatives while boards provide LMI information. Funds will pay for venues and catering. Board staff are working to connect the events to other activities, such as YA 101 or Job Fairs. Four events are required for the year with two of these events already mapped out.

Lentz stated the Bureau of Apprenticeship Standards (BAS) has another \$220,000 to expend on on-the-job learning payments to employers as well as apprenticeship support services. BAS is requesting an extension for another year which will allow the Board to keep the apprenticeship navigator position.

Lentz outlined the submission on behalf of UW Health to the Federal Department of Labor (DOL) covering nursing expansion and registered apprenticeship. The grant would potentially provide up to \$3,000,000 over a four year period. The initiative would build on current apprenticeship paths and extend to nursing with registered apprenticeship. The grant would provide the Board with a Community Resource Navigator Position to support workers in the various registered apprenticeship pathways.

Leitinger inquired if the position would do various outreach to the community or if the community is responsible for starting the initial engagement.

Lentz noted the position would likely be based out of UW Hospital and accessible to UW employees. The position would be responsible in leveraging community partner resources and a close connection with the WorkSmart network. Placing the position directly at the facility would help to hinder the searching requirements of the apprentice(s).

Jones inquired on methods of promoting of nursing expansion.

Lentz explained that UW Health markets the campaign to all of their own incumbent workers such as food service, janitorial, and summer employment. As funding is provided at a federal level the curriculum, lessons learned, and strategies gathered is not proprietary and can be utilized by other agencies nationally.

McNeary requested confirmation the promotion of nursing expansion is internal to their staff.



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Lentz summarized the initial priority is to increase retention of staff. The primary focus is to support individuals currently registered in one of UW's various registered apprenticeship programs.

Leitinger acknowledged SSM's recent grant offering of \$200,000 which was award to Urban League of Greater Madison for a similar type of opportunities offered to their CNAs.

Dietmann inquired on the origin of the DOT Highway Construction Workforce Partnership Initiative.

Lentz outlined DOT's TRANs program has two main operators for the state, Forward Services and WRTP/Big Step. The department has been looking to rebrand and evaluation of outcomes and opportunities. DOT reached out to the Federal Highway Administration which provided them with a grant to perform this project.

The Wisconsin Workforce Development Association (WWDA) is pursuing a DOL grant focusing on career pathway mapping related to infrastructure investments, with a focus on H1-B industries and occupations. Industries include advanced manufacturing, IT, professional and scientific, technical services, renewal energies, transportation, and broadband infrastructure.

Additionally, WWDA is pursuing a Public Service Commission (PSC) grant focusing on Broadband Equity, Access, and Deployment (BEAD). The project would entail asset mapping, similar to the DOT Highway Construction Workforce Partnership Initiative. Additional conversations are underway on infrastructure funding.

Lentz reiterated the scope of the Worker Advancement Initiative grant and introduced Mills to provide a more in-depth look into the data.

Mills reported the grant has supported 24 different cohorts, working with different community partners such as the Latino Academy of Workforce Development and the Department of Corrections. The grant provides individuals supportive services and incentives which are not permitted under WIOA funding such as stipends, completion bonuses, or recruitment and retention payments. 200 participants have been served which fulfills the participant requirements of the grant.

Leitinger inquired if there is any relationship between the WAI grant and the Windows to Work grant.

Lentz responded the offerings and funding for each are separate. WAI is providing funding for cohorts to be administered at the Oakhill Correctional Institute, Oregon Correctional Center, and the Thompson Correctional Center. Coenrollment between programs is highly encouraged.

Jones inquired on cohort offerings.



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Mills stated two CNA cohorts, three finance cohorts, three Progresso cohorts, and an IT cohort. Welding bootcamps have been offered in collaboration with DOC and Moraine Park Technical College. Construction bootcamps have been offered in collaboration with DOC and WRTP/Big Step. Industrial maintenance bootcamps have been offered in collaboration with DOC. Sizes of each cohort average out to about ten individuals.

#### **Agenda Item 4 – Monitoring Reflections**

Lentz provided updates on the Department of Workforce Development (DWD) engagements. WIOA monitoring was conducted starting in August. DWD's initial report consisted of a few disallowed costs which have been cleared up with the appropriate documentation. Many of the observations presented were associated with Equal Opportunity for sites, policies, and forms. Site evaluations were contracted out to a 3<sup>rd</sup> party for assessment of compliance. Highlights from the report include Job Center partner program co-enrollments and increased focus on tracking and reporting statewide.

Lentz added that DWD also performed WAI Monitoring starting in October. DWD's report did not contain any findings or areas of concern. Highlights include the braiding of resources between programs.

Lentz summarized updates on the Memoranda of Understanding for the region's job centers as well as WIOA Youth program offerings. Both documents have been submitted to DWD for review and board staff await a response or confirmation for signature routing.

Hall provided updates on the local monitoring process. Contractors are providing consistency in operations and increasing their collaborations. Service providers are increasing program participation with newly implemented virtual offerings. Blending of fund sources remains crucial for programs success. Dislocations continue in the area with community partners providing onsite services. Staff are looking to include business and industry engagement metrics within future contracting obligations. The region's job centers are experiencing an increase of visitation. Staff have conducted a job fair in collaboration with Madison Media Partners and DWD's Job Center service staff which saw over 115 employers and over 450 job seekers in attendance.

Jones questioned the cause of the increase in job center visitation.

Enloe responded visitation is a mix of individuals who are transitioning program offerings as well as individuals who have been laid off from their prior employment.

#### **Agenda Item 5 – Procurement Discussion**

Lentz reminded Members of prior discussions surrounding the procurement process and provided an overview of the staffing requirements for upcoming procurement. The One-Stop Operator position will be procured as required. The Career Planner positions are core to the staffing model and will be



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procured. The Training Navigators are also core to the staffing model and are sole sourced to the region's technical colleges. Support staff positions have historically been offered when the funding is available. Job centers are the primary service hubs for the region. Service provisions will require the need for flexibility within the community to cover the entire workforce development area.

Lentz spoke on business services and industry engagements. Maintaining focus on these efforts through rapid responses, recruitment and retention assistance, and incumbent worker training remain crucial to the model.

McNeary stressed the importance of rapid response sessions offered to dislocated workers and suggested an increase in budgeting for outreach either at the state or local department levels.

Lentz continued with explanation related to budgeting. Participant services will continue to be offered in the form of training and supportive services. The Board will continue to house these resources and keep them proportional. The Board will also manage alignments and expenditures to maximize impacts. Board staff are anticipating another 10% reduction in WIOA allocated funding meaning the blending of resources is crucial to augment the service platform and budget flexibility. The cost of doing business for all industries is increasing in regards to expenses and staffing. Costs for services are also becoming more expensive. Work Experience wages of \$15 an hour is not competitive and will need Board consideration to raise the amount to provide individuals with career path readiness.

Lentz detailed the current staff deployment and noted allocations may not allow for all current positions offered going into program year 2023 (July 1, 2023 – June 30, 2024).

Lentz reiterated the Career Planner position is core to the staffing model and procurement will need to inquire on goal accomplishment, emphasizing and accounting for the responsibilities. Priorities, refinements, and feedback are important to include initiatives surrounding diversity, equity, inclusion, and accessibility. Board member input and feedback is highly encouraged, especially during this ever-evolving environment.

Lentz continued explaining that staffing deployment, competency, and cultural sensitivity are important, in addition to community collaborations, business engagement and interface.

McNeary inquired on accessibility for non-English speaking individuals.

Lentz responded that individuals have access to LanugageLine Solutions for translation services. Procurement may include requirements surrounding bilingual employment to help further alleviate barriers for non-English speaking individuals.

LeDuc added that specific regions may require additional needs in relation to accessibility for non-English speaking individuals which should be addressed within the procurement process.



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Lentz voiced the importance of business engagement and building in metrics to provide more accountability to the effort.

Woodhouse suggested requesting specifics from bidders in regards to business engagement as opposed to simply providing a list of organizations the bidder has worked with in prior years.

Lentz agreed and noted that demonstrative effectiveness will be a key component in selection of a successful bid application.

Dietmann inquired on current metrics for business and community engagement.

Lentz stated business engagement includes meeting with local area Chamber of Commerce' as well as industry sector teams managed by community partners and Madison Area Technical College. Community engagement includes meeting with local organizations like Latino Academy of Workforce Development, Urban League of Greater Madison, WRTP/Big Step, the Boys and Girls Clubs of Dane County, and the Literacy Networks to gain access to underrepresented and under-resourced individuals.

Dietmann spoke on issues surrounding agricultural business and the importance of the industry to Wisconsin's economy.

Lentz highlighted that Madison Region Economic Partnership revised their sector strategies to include agriculture business as a driver sector for the region.

McNeary noted the expansion efforts of Urban League and Latino Academy within workforce development and suggested job center presence directly within their organizations.

Lentz stressed the importance of professional development of staff and making sure budget submissions adequately reflect proper and continuous training for a successful proposal.

Lentz stated the procurement timeline will look to have the release of the bid occurring in February or March, with proposals due back in May. The Review Committees will meet in May to discuss and provide a recommendation at the May 31<sup>st</sup> Board of Directors' meeting. Contract implementation will begin July 1<sup>st</sup>.

## **Agenda Item 6 – Adjournment**

With no additional business for the Committee, Shaw motioned to adjourn at 11:26 a.m.

Adjourned: 11:26 a.m.



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Respectfully Submitted:

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

Attachments for Board Records:

- Minutes from September 6, 2022
- Planning & Development PowerPoint
- Grants Summary Handout



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